

TAKE

CHARGE

PROGRAM GUIDE

vmware[®]
PARTNER EXCHANGE 2013

This PDF has navigational links and by clicking on the top navigation panel, contents page or listed links, you will be taken to the appropriate pages.

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Join Partner Link Today

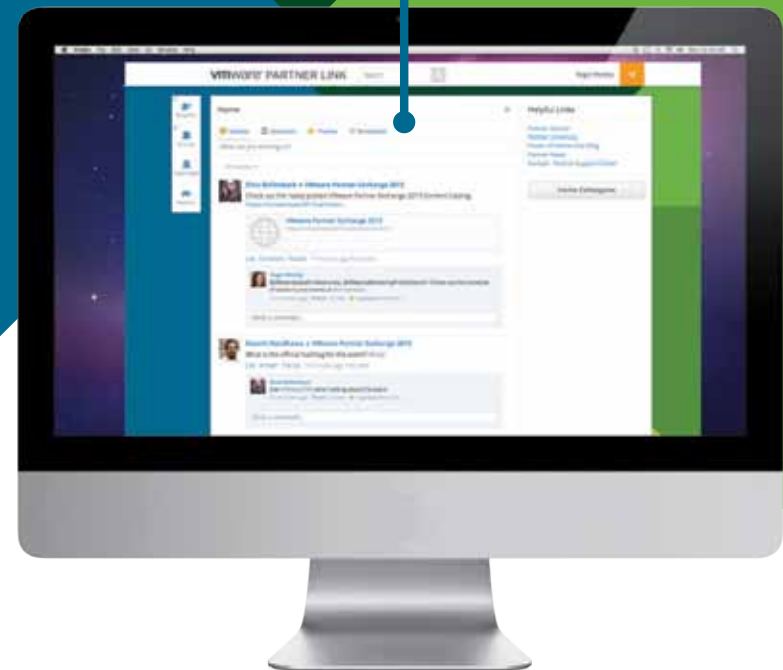
Partner Link is the new secure social platform within Partner Central, that connects our partners to the knowledge, ideas, and resources they need from the broad VMware Partner Network community.

Join Partner Link to...

- Access relevant updates by subscribing to custom groups
- Connect with subject matter experts
- Share insights on marketing, selling, and implementing VMware solutions with your peers
- Have your questions answered (use #help)

To activate your account, please visit:
vmware.com/go/partnerlink

Partner Central account required



vmware® PARTNER LINK
POWERED BY SOCIALCAST®

GENERAL INFORMATION



Agenda-at-a-Glance

Wondering where to go next? Check the Agenda-at-a-Glance sign on Level 2 for daily schedules and conference maps.

Registration

Registration is located in the Mandalay Bay Foyer.

Hours:

Saturday, Feb. 23	7:30am – 5:00pm
Sunday, Feb. 24	7:30am – 5:00pm
Monday, Feb. 25	7:30am – 7:00pm
Tuesday, Feb. 26	7:00am – 7:00pm
Wednesday, Feb. 27	7:00am – 7:00pm
Thursday, Feb. 28	8:00am – 12:00pm

Mobile Application

Attendees can check and modify their personal schedule, browse session information, search exhibitors and speakers, complete session surveys and receive the latest show news from their own mobile device. The application is compatible with iPhone, Android, and all other smartphones.

Search for 'VMware PEX' at your mobile app store.

App also available at <https://VMwarepex2013.activeevents.com/attendee/mobile/>, bookmark and use as a web app.

Note: for a faster experience, attendees should manually enable Wi-Fi on their mobile device.

For problems accessing the mobile app, please visit the IT Help Desk at the Registration Desk in the Mandalay Bay Foyer on Level 2.

Charging Stations

Charging Stations are located in the Mandalay Bay Foyer.

Surveys

Please provide your feedback so we can continue to improve Partner Exchange. Complete the session surveys within two hours after the end of each session you attend and be entered into a drawing for a valuable prize. In addition, we have an overall, comprehensive, event survey. Within a few days following the event, you will receive an email inviting you to complete the overall Partner Exchange survey. We look forward to your input.

VMware On-site Meeting Rooms

Beginning Monday, February 25th at 8:00am, requests can be made at the Palm Foyer on Level 3 and at THEhotel on Levels 4 & 5 for on-site meeting space. An on-site meeting can be booked for up to one and a half hours. Meetings cannot be held during General Sessions.

Policies

Attire and Access

Attire is business casual for all events. Attendees are required to wear their badges during all conference events, including evening functions. Badges are non-transferable. If you lose your badge, you may request a replacement at the registration desk by showing a valid photo ID. The cost to replace a badge is \$50.

Meals

Attendee Breakfast:

Boot Camps | South Seas E, Level 3

Saturday, Feb. 23	8:00am – 9:00am
Sunday, Feb. 24	8:00am – 9:00am
Monday, Feb. 25	8:00am – 9:00am

Solutions Exchange | Shorelines A, Level 2

Tuesday, Feb. 26	7:00am – 8:45am
Wednesday, Feb. 27	7:00am – 8:45am
Thursday, Feb. 28	8:00am – 9:00am

Attendee AM Break:

Foyers, Levels 2 & 3

Saturday - Thursday	10:30am – 11:00am
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Attendee Lunch:

Boot Camps | South Seas E, Level 3

Saturday, Feb. 23	12:00pm – 1:00pm
Sunday, Feb. 24	12:00pm – 1:00pm
Monday, Feb. 25	12:00pm – 1:00pm

Solutions Exchange | Shorelines A, Level 2

Tuesday, Feb. 26	12:00pm – 2:00pm
Wednesday, Feb. 27	12:00pm – 2:00pm
Thursday, Feb. 28	12:00pm – 1:30pm

Attendee PM Break:

Foyers, Levels 2 & 3

Saturday - Wednesday	3:00pm – 3:30pm
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Cell Phones and Wireless

Cell phones should be silenced during all sessions and labs. Wireless access is available in the foyer spaces and inside the meeting rooms.

Attendee Wireless

SSID: PEXWireless
Key: VMwarePEX

Non-disclosure Conference

VMware Partner Exchange 2013 is for VMware partners only. As a partner, you are under a non-disclosure agreement and thus can view and access information that is not available to the public. Recording and photography during the event is not allowed without written permission from VMware.

Learning Path Badge Pick-Up

Available for partner individuals that have completed their VSP and/or VTSP along with any accompanying sales or technical accreditation, these limited available Learning Path Badges allow you to show off your training completion with pride. Pick yours up Monday through Wednesday at the North Convention Center (Level O) while supplies last.

Luggage Check

Luggage check service is available through the host hotel bell stand. Additional hotel fees may apply.

Partner Link

Partner Link is the new secure social platform within Partner Central, that connects our partners to the knowledge, ideas, and resources they need from the broad VMware Partner Network community.

Visit vmware.com/go/partnerlink to learn more and activate your account. Partner Central account required

Social Media

www.vmware.com/go/pexsocial



Twitter hashtags:
#VMwarepex - conference hashtag
#pex3word - for 3 word tweets (game)

vmworld[®] 2013

SAN FRANCISCO
AUGUST 26 - 29

BARCELONA
OCTOBER 15 - 17

Join Us.
Pre-Register at www.vmworld.com

vmware[®]

AGENDA-AT-A-GLANCE AND MAPS

The background of the page is a blue-toned photograph of a tunnel. The tunnel has a corrugated metal ceiling and walls, and a road with dashed white lines on the floor. A truck is visible at the end of the tunnel, illuminated by bright lights. The overall color scheme is a gradient of blues, from dark to light.

AGENDA-AT-A-GLANCE

Saturday, February 23

7:30am – 5:00pm Registration

8:00am – 9:00am Breakfast

8:30am – 5:30pm VMware Boot Camps

10:30am – 11:00am AM Break

12:00pm – 1:00pm Lunch

3:00pm – 3:30pm PM Break

Sunday, February 24

7:30am – 5:00pm Registration

8:00am – 9:00am Breakfast

8:30am – 5:30pm VMware Boot Camps

10:30am – 11:00am AM Break

12:00pm – 1:00pm Lunch

3:00pm – 3:30pm PM Break

Monday, February 25

7:30am – 7:00pm Registration

8:00am – 9:00am Breakfast

8:30am – 5:30pm Sponsor Boot Camps

8:30am – 6:30pm VMware Boot Camps

9:00am – 5:00pm Hands-on Labs

9:30am – 5:30pm Certification Testing

10:30am – 11:00am AM Break

12:00pm – 1:00pm Lunch

3:00pm – 3:30pm PM Break

5:00pm – 7:00pm Welcome Reception

Tuesday, February 26

7:00am – 7:00pm Registration

7:00am – 8:45am Breakfast

8:30am – 6:30pm VMware Boot Camps

9:00am – 10:30am General Session

10:30am – 11:00am AM Break

10:30am – 6:30pm Certification Testing

10:45am – 12:00pm Regional Meetings

11:00am – 6:00pm Hands-on Labs

11:00am – 6:00pm Solutions Exchange

12:00pm – 2:00pm Lunch

12:30pm – 6:00pm Breakout Sessions

12:30pm – 6:30pm Executive Forum (Invite Only)

3:00pm – 3:30pm PM Break

4:30pm – 6:00pm Hall Crawl in the Solutions Exchange

7:00pm – 10:00pm Partner Awards (Invite Only)

Wednesday, February 27

7:00am – 7:00pm Registration

7:00am – 8:45am Breakfast

9:30am – 6:30pm VMware Boot Camps

9:00am – 10:30am General Session

9:00am – 6:00pm Hands-on Labs

10:30am – 11:00am AM Break

10:30am – 6:00pm Certification Testing

11:00am – 6:00pm Breakout Sessions

11:00am – 6:00pm Solutions Exchange

12:00pm – 2:00pm Lunch

3:00pm – 3:30pm PM Break

7:30pm – 10:30pm Partner Appreciation Party

Thursday, February 28

8:00am – 12:00pm Registration

8:00am – 9:00am Breakfast

8:30am – 1:30pm VMware Boot Camps

9:00am – 12:30pm Breakout Sessions

9:00am – 2:00pm Hands-on Labs

10:30am – 11:00am AM Break

10:30am – 6:00pm Certification Testing

12:00pm – 1:30pm Lunch

Join Cisco at VMware Partner Exchange



Visit Cisco Booth 1015 to See the Following Solution Demonstrations

- VDI: Cisco UCS with VMware View
- Cisco Servers: Cisco Unified Computing System with VMware
- Cisco Nexus 1000V Family
- Cisco Unified Management
- Branch Office Consolidation with Cisco E-Series Server
- EMC VSPEX Proven Infrastructure

Cisco Breakout Session

Cisco Unified Data Center: From Server to Network

Wednesday, February 27
12:30-1:30 p.m.

Attend the Cisco breakout to understand why today's data center architecture must support a highly mobile workforce, proliferation of devices, and data-driven business models and be capable of transparently incorporating cloud applications and services.

Cisco Partner Bootcamp

Connect, Discover, Learn with Cisco

Monday, February 25, 8:30 a.m.-5:30 p.m.

The Cisco Bootcamp is dedicated to educating and enabling partners to sell and deploy joint Cisco and VMware solutions successfully. You will:

- Gain insights to identify your customer needs effectively and acquire new customers
- Find out how to expand business by cross-selling Cisco solutions and services
- Network with other partners, Cisco experts, and executives
- Walk away with go-to-market selling strategies that enable you to accelerate your business

SOUTH CONVENTION CENTER MAP LEVEL 2



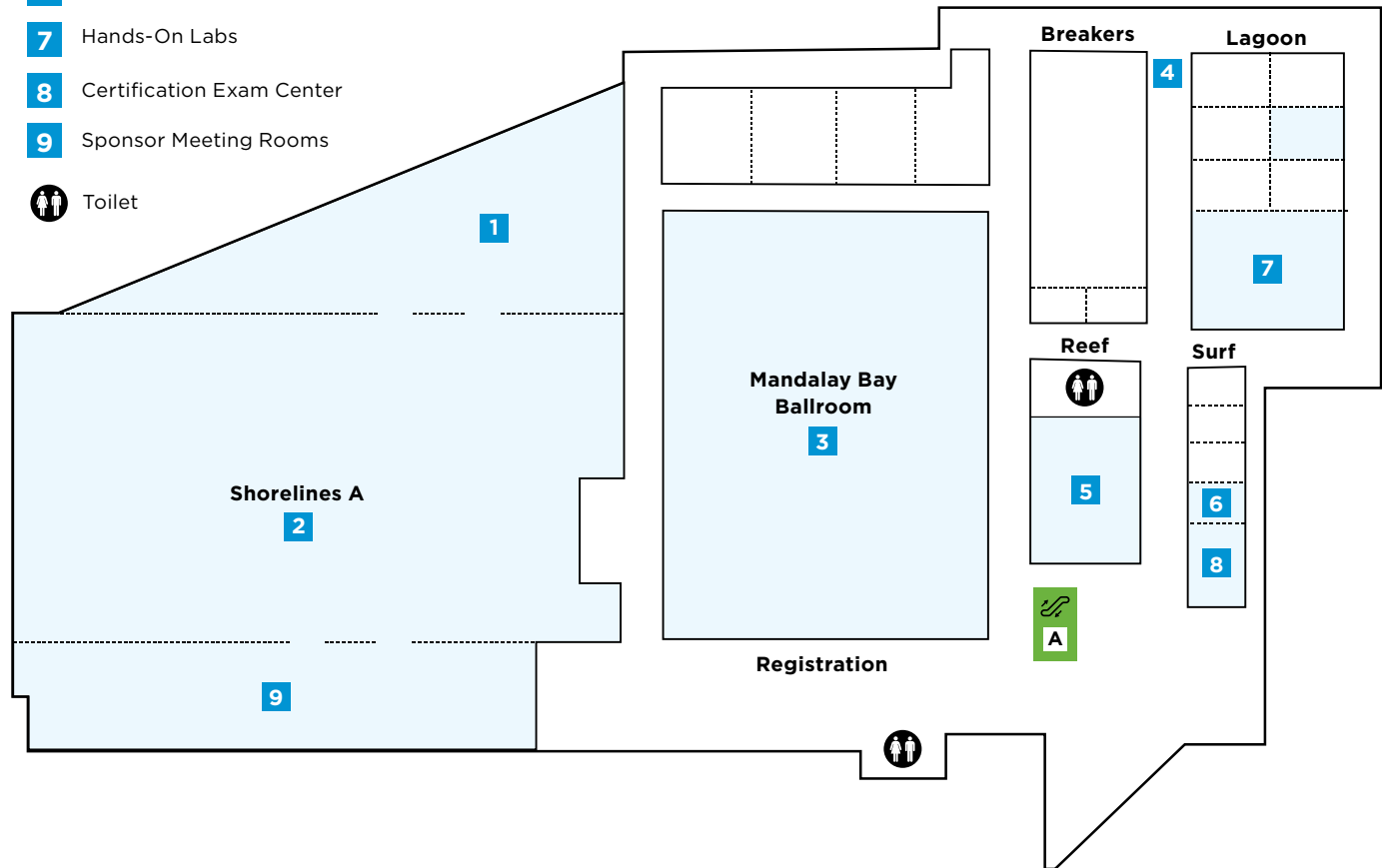
South Convention Center Level 3

VMware Boot Camps
Technology Exchange

North Convention Center Lower Level

Breakout Sessions
Regional Meetings

- 1** Meals
- 2** Solutions Exchange and Hang Space
- 3** General Sessions
- 4** Sponsor Boot Camps
- 5** Global Diamond Offices
- 6** Press and Analysts
- 7** Hands-On Labs
- 8** Certification Exam Center
- 9** Sponsor Meeting Rooms
-  Toilet



SOUTH CONVENTION CENTER MAP LEVEL 3



South Convention Center Level 2

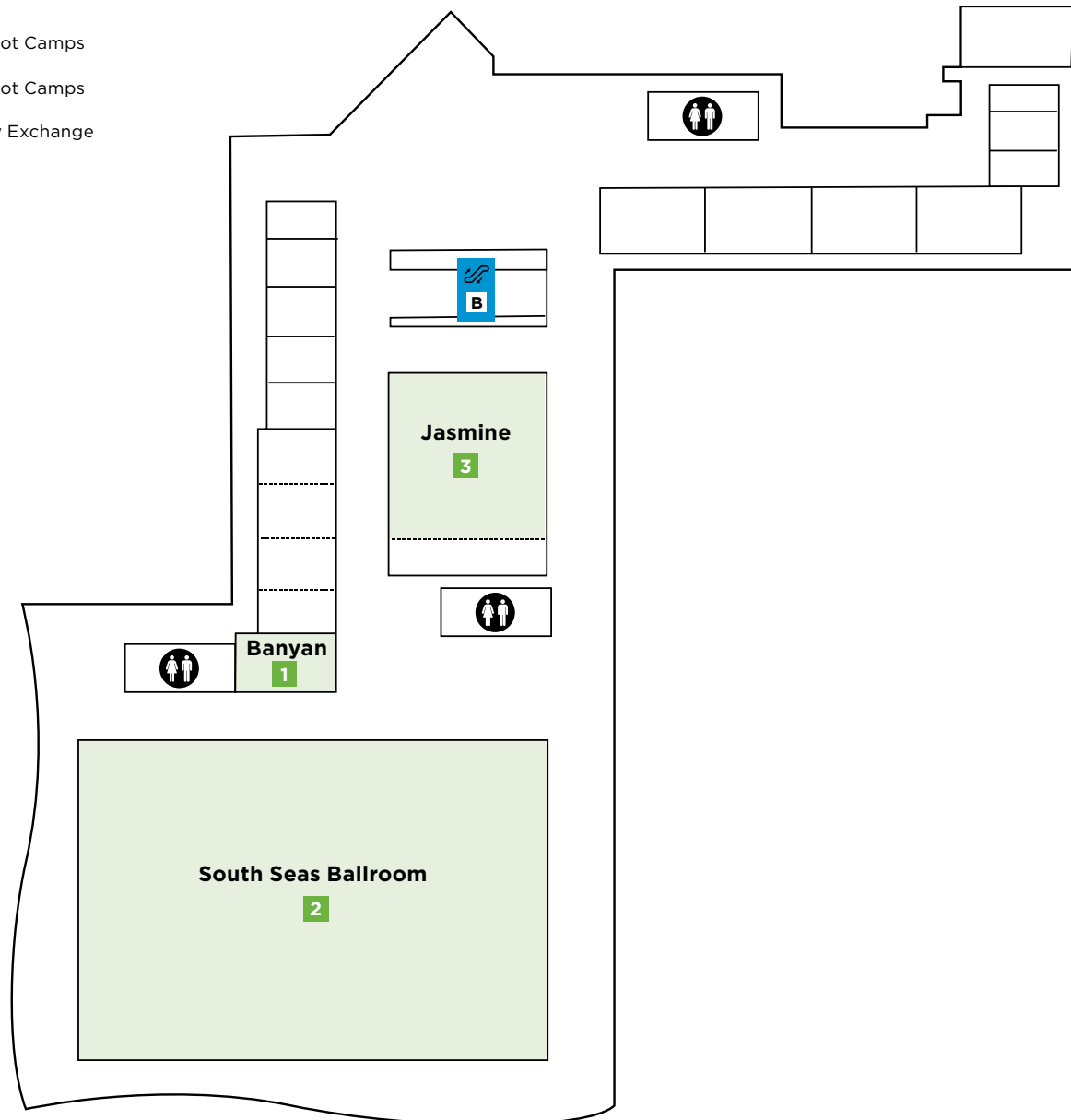
- Registration
- Solutions Exchange and Hang Space
- General Sessions
- Meals
- Sponsor Boot Camps
- Press & Analysts
- Global Diamond Offices
- Certification Exam Center
- Hands-On Labs

North Convention Center

Lower Level

- Breakout Sessions
- Regional Meetings

- 1** VMware Boot Camps
- 2** VMware Boot Camps
- 3** Technology Exchange
- Toilets



NORTH CONVENTION CENTER MAP LOWER LEVEL



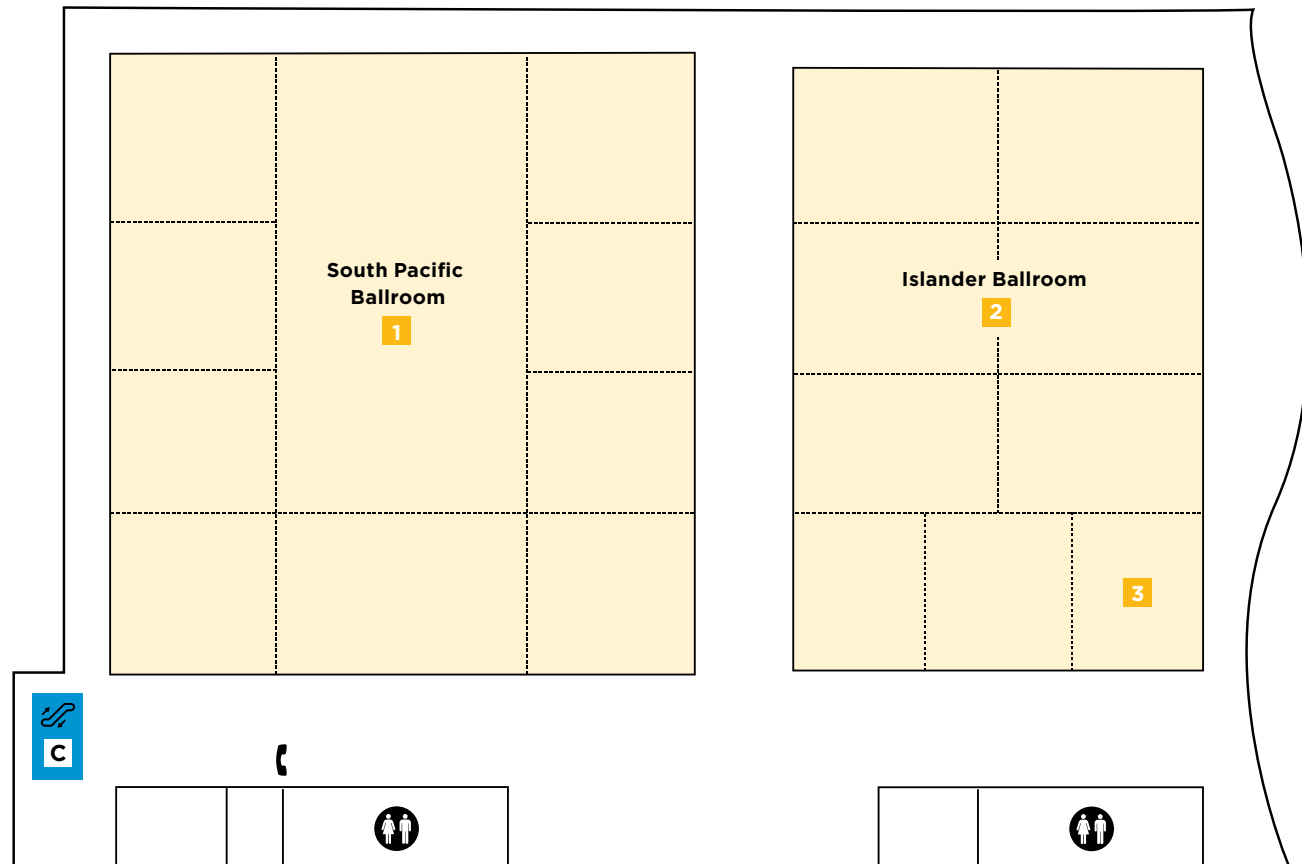
South Convention Center Level 2

- Registration
- Solutions Exchange and Hang Space
- General Sessions
- Meals
- Sponsor Boot Camps
- Press & Analysts
- Global Diamond Offices
- Certification Exam Center
- Hands-On Labs

South Convention Center Level 3

- VMware Boot Camps
- Technology Exchange

- 1** Breakout Sessions and Regional Meetings
- 2** Breakout Sessions and Regional Meetings
- 3** Speaker Services & Lounge





Save the Date

Conference and Exhibits
February 10 - 13, 2014
Moscone Center, San Francisco

vmware® PARTNER EXCHANGE 2014

CONFERENCE HIGHLIGHTS



Schedule Builder

We encourage you to pre-register for sessions to reserve a seat in the sessions you want to attend. You can add a session to your schedule via the mobile application, email stations, or from your Partner Exchange account. Repeat sessions will be added to the schedule based on demand.

Session rooms will open approximately fifteen minutes before the start of a session. To guarantee your seat in the session, you must be there three minutes before the start.

Conference Presentations

All conference session presentations will be available on VMware Partner University starting the week of March 18 at <http://www.vmware.com/go/partnercentral/pex>.

Certification Exam Center

Level 2 | Surf EF

There's no better place to get certified than at Partner Exchange. All certification exams are available - and all for 50% off. With the release of the VCP-Cloud and VCAP-CID, seating is very limited. Reserve your spot now by stopping by the center.

Exam Center Hours:

Monday, Feb. 25	9:30am - 5:30pm
Tuesday, Feb. 26	10:30am - 6:30pm
Wednesday, Feb. 27	10:30am - 6:00pm
Thursday, Feb. 28	10:30am - 6:00pm

No time to test at the event? Stop by the exam center to receive the "Register NOW, test later" discount code. This code is only available at the Exam Center, so come on by!

Solutions Exchange

Shorelines A

Visit over 95 VMware partners showcasing the latest virtualization and cloud computing technologies, products, services, and solutions.

Hours:

Monday, Feb. 25	5:00pm - 7:00pm
Tuesday, Feb. 26	11:00am - 6:00pm
Wednesday, Feb. 27	11:00am - 6:00pm

Evening Events

Welcome Reception

Solutions Exchange | Shorelines A

Monday, Feb. 25	5:00pm - 7:00pm
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Kick off VMware Partner Exchange 2013 at the Welcome Reception. Don't miss this opportunity to explore Solutions Exchange, check out cool products and solutions, and interact with peers, partners and the VMware team.

Sponsored by **EMC²**

Hall Crawl

Solutions Exchange | Shorelines A

Tuesday, Feb. 26	4:30pm - 6:00pm
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Explore and discover new technologies while connecting with new partners and other attendees.

Participants

Sponsor	Booth Number
ADTRAN/Bluesocket	1012
Dell	514
Eaton Corporation	1203
IBM	1400
Neverfail	402
PeakColo	100
RiverMeadow Software	404
Tintri	711
Veeam Software	201
VMware, Inc.	805

Partner Appreciation Party

Level 2 | Mandalay Bay Ballroom

Wednesday, Feb. 27	7:30pm - 10:30pm
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Join your colleagues at the Partner Appreciation Lounge in the Mandalay Ballroom on Wednesday, February 27th from 7:30pm - 10:30pm. The evening kicks off with the club sounds of **DJ Mike Attack** and a lounge-style buffet, beer and wine. As the evening progresses, enjoy an exclusive Partner Exchange concert with world renowned alternative rock band, **Third Eye Blind**. With hits like "Jumper", "Semi-Charmed Life", and "Graduate" Third Eye Blind has been on the world music stage for almost 20 years - sit back, have a cold beverage and enjoy!

VMware Partner Exchange 2013
Booth 403
855 285-5123
www.bull.us

ANNOUNCING THE 2013 VMWARE PARTNER NETWORK AWARD GLOBAL WINNERS

VMware Partner Network Award Gala

Breakers, South Convention Center Level 2, Mandalay Bay Resort & Casino
Tuesday, February 26, 7:00pm – 10:00pm

By Invitation Only

Congratulations to the partners who've earned these prestigious VMware awards in their geographies. We appreciate the significant investments you've made to build and expand your VMware business in 2012. VMware executives will be honoring our top partners with these awards as well as announcing the 2013 Partner Network Award Global Winners at an invitation-only Partner Awards Reception and Dinner. For questions about the awards or dinner, please email VPNawards@vmware.com.



Make sure you're in the running to be a VMware Partner Network Award Global Winner in 2014. Global Awards Winner benefits include a Custom Award Trophy, global recognition at the Partner Exchange 2014 award ceremony, promotion of the award on Partner Central and VMware.com, a co-branded press release, an Award logo, and a complementary pass to Partner Exchange 2014. **Don't miss out on the opportunity to be recognized for your hard work and commitment to customers.**

Global Categories	Americas	EMEA	Asia Pacific
Authorized Training Center Partner of the Year	Global Knowledge	QA Ltd.	ECS Technology (China) Limited
Business Continuity Competency Partner of the Year	Varrow	Computacenter	Veeras Infotek Pvt Limited
Cloud Infrastructure as a Service Competency Partner of the Year	Ahead, LLC	Colt Technology Services	Shanghai Ingeek Information Technology Co., Ltd.
Consulting and Integration Partner of the Year	Xerox	T-Systems	Accenture
Desktop Competency Partner of the Year	Insight	Phoenix Software Ltd.	GoodMorning Information Technology Co., Ltd.
Distributor of the Year	Officer Distribuidora	Tech Data GmbH & Co. OHG (AZLAN)	Ingram Micro Australia
Emerging Markets Partner of the Year	Soluciones Informaticas Integrales S.A.	Apronics (Pty) Ltd.	PT Mitra Integrasi Informatika
Infrastructure Virtualization Competency Partner of the Year	CDW	Bechtle	FUJITSU FSAS INC.
Management Competency Partner of the Year	International Integrated Solutions, Ltd.	Comdivision Consulting GmbH	CTC/ITOCHU Techno-Solutions Corp
Most Valuable Partner Executive of the Year	Joe Koenig, World Wide Technology, Inc.	Sam Routledge, Softcat Ltd.	Wang Hong Li, Inspur
Public Sector Partner of the Year	ePlus Technology Inc.	Trustmarque Solutions Ltd.	ILGEUN Infra INC.
Renewals Partner of the Year	SHI International Corp.	ATEA AS	Dell
SMB Partner of the Year	SHI International Corp.	Assyrus Srl	Whizz-Work Pte Ltd.
Solution Provider of the Year	Presidio Networked Solutions	Kelway (UK) Limited	NetOne Systems
vFabric Partner of the Year	Logicalis, Inc.	Canopy	XML Asia Ltd.
Virtualization of Business Critical Applications Competency Partner of the Year	GreenPages	AddOn Systemhaus GmbH	
VMware Service Provider Partner of the Year	Savvis	OVH	Datacom



Grow your business. Partner with Dell.

Visit our booth in the Solutions Exchange.

Meet with our experts and participate in hands-on demonstrations around our latest solutions.

Channel program: The award-winning Dell PartnerDirect program designed to reward and benefit you – it's easy to join, manage and build your business.

Cloud Client Computing: Accelerate desktop virtualization with Dell's easy-to-deploy, end-to-end VDI solution for VMware.

Enterprise: Our newest converged infrastructure platform, Active Infrastructure – designed to enhance the agility and efficiency of your customer's datacenter.

Software: Protect your data and ensure VM and application health – manage storage, monitor performance, and plan for future capacity.

Meet with a Dell representative onsite during VMware Partner Exchange 2013.

**Learn More at dell.com/partner
Join the conversation @dellchannel**



GENERAL SESSIONS AND REGIONAL MEETINGS



GENERAL SESSIONS

Level 2 | Mandalay Bay Ballroom

Hear inspirational speakers who are changing how we interact with computers. Partner Exchange offers a great line-up of sessions that will set a clear vision for where VMware and our partner programs can take you today and where they will go in the future.

Tuesday, February 26

9:00am - 10:30am

Our Business Together

Our industry is rapidly changing, and with change comes new opportunities. Consider the impact of a software-defined data center or the mobility of today's workforce. Join us as **Dan Smoot**, VMware Senior Vice President, Global Customer Operations, will share insights and best practices, as well as new programs and resources that empower VMware partners to fully capitalize on these opportunities and meet the demands of the new era in IT.

The New Era in IT

Rapidly shifting IT trends offer new business opportunities, as well as IT challenges. Business users are demanding more as their expectations and choices increase. Only by embracing change and new ways of servicing the business will IT thrive in the new era. Join VMware CMO **Rick Jackson** as he shares VMware's perspective on the new era in IT, the impact to IT, and how together we can help customers evolve their IT approach to better align to business demands.

Technology Foundation for the New Era

The new era of IT is upon us, driving irreversible change that requires new solutions, processes and thinking. Smart choices and rapid adoption of these new solutions and processes will determine the very success of our customers and the opportunities for VMware partners. Join **Raghu Raghuram**, VMware EVP of Cloud Infrastructure and Management, for an overview of the technologies required to be successful in the new era of IT and how we can jointly enable customers to consume these solutions for maximum business impact.

Converged Infrastructure Solutions for VMware.

We know your customers need reliability, availability, scalability and performance in addition to flexibility and simplified management. **Hitachi Unified Compute Platform** is designed for mission-critical workloads in the VMware environment.

Visit us at booth 910 today and discover how our Unified Compute Platform solutions can help increase your businesses' bottom line.

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 Hitachi Data Systems

HITACHI
Inspire the Next



Wednesday, February 27

9:00am - 10:30am

VMware's Priorities

Join **Pat Gelsinger**, VMware Chief Executive Officer to get insight into VMware's top priorities for 2013 and his perspective on the value of partnering.

Taking Charge in the New Era

As customers embrace the cloud era, including a software-defined datacenter and the mobile workforce, VMware and its partners are increasingly benefiting from the associated revenue opportunities. VMware COO **Carl Eschenbach** will share insights relative to the company's go-to-market strategy, optimized partner engagement, and focus areas that will help partners take charge and win big in 2013.

The Happiness Advantage

Most people believe that once they are successful, then they'll be happy. But that formula for happiness is not only wrong, it's backwards. Join former Harvard Researcher **Shawn Achor** to learn the science behind happiness and the clear link between being happy and being successful.

REGIONAL SESSIONS

Tuesday, Feb. 26

10:45am - 12:00pm

Hear first-hand from VMware's sales executives and gain go-to-market strategies in APJ, EMEA and Americas. Find out about regional plans and priorities, along with partner programs, that will move the dial in 2013. Each session will recognize regional partner award winners for 2012.

APJ

North Convention Center | South Pacific J

EMEA

North Convention Center | South Pacific F

Americas

North Convention Center | South Pacific E



Warning.
Partnering with IBM
may cause sales
and profits to rise
unexpectedly.

**Visit us at the
IBM booth**

Your path to the cloud lies through Booth 1500.

Samsung offers a fully integrated path to the corporate cloud. But more than that, we offer leadership and solutions designed to meet your specific needs. Visit us, and let's talk about what Samsung can help you get from the cloud.

Visit us at Booth 1500





Meet The Most Virtualization-Savvy Distributor in the Channel!

Grow your business by delivering the latest solutions for software-defined data centers at Tech Data. Exclusive Tech Data resources like the VMware Solutions Center make it easy to meet your customers' needs.

Stop by Booth 515 to meet your dedicated VMware team and find out what Tech Data can do for you!



The Difference in Distribution™

BREAKOUT SESSIONS, BOOT CAMPS, AND WORKSHOPS



BOOT CAMPS AND WORKSHOPS

Attend special day-long sessions from VMware and Sponsors to take a deep dive into the technologies that help you establish technical credibility and can assist you in growing your business.

VMware Boot Camps

Saturday, Feb. 23 8:30am – 5:30pm

CAS1480: AppMod/DataMod Technical Training

Cloud is changing the way we architect, build and operate data management solutions: leading to a shift in architecture for the data tier. There's an explosion in data, desire for return on data assets. There's a growing frontier beyond the RDBMS (Cumbersome to deploy, manage, scale) Customers are moving to a data fabric. VMware vFabric enables such new fabrics and database-as-a-service and enables solutions to cloud-era data challenges beyond the capabilities of traditional relational database management. Why partners should learn about VMware's Data Management Philosophy. The RDBMS-only approach to data management is being challenged – vFabric enables you and your clients to address the need for a modern data fabric – this represents a huge, fast-growing and profitable Software and Services revenue opportunity. Strengthen your trusted advisor status with expert, elite skills. Set yourself apart from your competitors. Innovation trends in the application domain: Different kinds of apps are emerging: mobile, SaaS, Social Frameworks for building apps are the norm. Lightweight, virtualization-

appropriate runtime containers are expected. There is a new focus on simplicity ... the antithesis of WebLogic and WebSphere incumbents. Longer term there will be a shift to PaaS. Why partners should achieve the VMware Application Modernization Competency. Application Modernization for the cloud era is underway – this represents a huge and profitable Software and Services revenue opportunity – help your clients modernize their apps for the cloud era with vFabric. Strengthen your trusted advisor status with expert, elite skills. Set yourself apart from your competitors.

Thursday, Feb. 28 8:30am – 12:30pm

CAS1503: High Availability, Replication and Read-scaling with Virtualized Postgres Database Workshop

Virtualized Postgres database provides an excellent and proven highly-available relational database store. This boot-camp will cover replication and read-scaling with vFabric Postgres and achieving high-availability when virtualized with vSphere. At the end of the session, attendees will have hands-on experience with these techniques and a certification of completion.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

CI1402: vSphere What's New [v5.1] Boot Camp Session 1

This hands-on training course explores new features in VMware vCenter Server 5.1 and VMware vSphere ESXi 5.1. Topics include VMware vSphere 5.1 installation and how to upgrade from vSphere 4.x to vSphere 5.1.

Tuesday, Feb. 26 1:00pm – 5:00pm

CI1410: Solution Track - Cloud Infrastructure Foundation

This sales training uses the Cloud Infrastructure Foundation whiteboard as a framework for your conversation with customers as you discuss virtualizing their environment. The messaging emphasizes the VMware solutions as the most trusted virtualization platform to run business critical applications at the lowest total cost of ownership. In addition to learning the whiteboard, you will role play customer scenarios to build best-practice skills for uncovering their business issues, articulating the customer value proposition, and selecting the appropriate VMware solutions for their needs. The solutions focus is on VMware vSphere 5.1 and vCenter Site Recovery Manager 5.1, including a review of the new and updated features in these products. Key areas for discussion will include performance, scalability, availability, disaster recovery, as well as lowering cost, complexity and risk. We will also practice handling common questions, competitive challenges and objections. At the end of this course you will take with you the CIF whiteboard drawings and talking points as well as the ability to adjust this tool to each unique customer meeting.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

Monday, Feb. 25 8:30am – 5:30pm

CI1411: vCloud Director 5.1 Install, Configure and Manage Boot Camp

This course demonstrates to technical personnel how to deploy VMware vCloud Director for a small private cloud

environment and manage the ongoing operation of the deployment. The course focuses on the private cloud in an engineering or quality assurance solution. The course covers all of the fundamentals needed to install, configure, and manage any small private cloud with vCloud Director. This course is the prerequisite for other courses that cover more advanced vCloud Director configurations in enterprise deployments.

Monday, Feb. 25 8:30am – 5:30pm

Tuesday, Feb. 26 8:30am – 5:30pm

CI1412: vSphere What's New [v5.1] Boot Camp Session 2

This hands-on training course explores new features in VMware vCenter Server 5.1 and VMware vSphere ESXi 5.1. Topics include VMware vSphere 5.1 installation and how to upgrade from vSphere 4.x to vSphere 5.1.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

Monday, Feb. 25 8:30am – 5:30pm

CI1413: VMware vSphere Design Best Practices [v5.1] Boot Camp

The goal of this course is to equip consulting professionals with the knowledge, skills, and abilities to achieve competence in designing a VMware vSphere 5 virtual infrastructure. Given an organization's constraints and requirements, the infrastructure should be available, scalable, manageable, and secure while meeting the organization's business objectives. The course is based on VMware ESXi and VMware vCenter Server 5. This course discusses the

benefits and risks of available design alternatives and provides information to support making sound design decisions. This course also provides an opportunity to practice your design skills by working with peers on a design project.

Monday, Feb. 25 8:30am – 12:30pm

Wednesday, Feb. 27 1:00pm – 5:00pm

CI1439: VMware Site Recovery Manager Essentials Boot Camp

This course covers the SRM Essentials that will count toward earning BC and VCBA competencies. The session provides experienced VMware vSphere administrators with the knowledge to install, configure, and manage VMware vCenter Site Recovery Manager (SRM) 5.1. This course equips vSphere administrators with the knowledge to assist in disaster planning and test disaster recovery plans with SRM. This course introduces different storage replication options and focuses on vSphere Replication.

Tuesday, Feb. 26 1:00pm – 6:00pm

Thursday, Feb. 28 8:30am – 1:30pm

CI1452: Solution Track - Virtualizing Business Critical Applications Boot Camp

A large number of VMware customers have virtualized IT owned infrastructure applications, and have achieved impressive cost savings and administrative efficiencies. There remains, however, a large opportunity to virtualize Business Critical Applications (BCA) such as, Microsoft SharePoint, Microsoft SQL Server, Oracle Databases, SAP, Microsoft Exchange, and custom Java Applications. Virtualizing business critical applications will help bring customers from 30% virtualized to about 60-80%,

and provide opportunity for partners to strengthen their strategic customer value while capturing increased services revenue. Virtualization of Business Critical Applications (VBCA) represents an estimated \$11 billion in VMware license revenue and about \$40 billion in consulting services opportunity. This one-day training will use case studies, interactive exercises and role play to equip you to:

- Articulate VMware's value proposition to application owners and other key stakeholders
- Target customer accounts and qualify opportunities
- Handle common customer questions, as well as competitive challenges and objections

Sunday, Feb. 24 8:30am – 5:30pm

CI1464: Virtualizing Microsoft SQL Server with VMware Boot Camp

This Technical Post-Sales bootcamp training will provide Post-Sales Accreditation credit towards VMware VBCA Competency (VCP is required to receive the credit) and will cover the following and more:

- How to design and implement SQL Server database on VMware.
- How to design for uptime and performance.
- How to leverage VMware products and technologies.
- Discuss various SQL Server licensing scenarios.

Saturday, Feb. 23 8:30am – 6:30pm

CI1525: Virtualizing Oracle Database with VMware Boot Camp

This Technical Post-Sales bootcamp trainings will provide Post-Sales Accreditation credit towards VMware VBCA Competency (VCP is required to receive the credit) and will cover the following and more:

- How to design and implement Oracle database on VMware.
- How to design for uptime and performance.
- How to leverage VMware products and technologies.
- Various Oracle licensing scenarios

Sunday, Feb. 24 8:30am – 5:30pm

CI1529: Virtualizing SAP ERP Software with VMware Boot Camp

This Technical Post-Sales bootcamp trainings will provide Post-Sales Accreditation credit towards VMware VBCA Competency (VCP is required to receive the credit) and will cover the following and more:

- Benefits of virtualizing SAP with VMware. The key triggers and pain points.
- Planning and designing SAP on VMware.
- Design considerations for SAP on VMware.
- Steps for migrating legacy UNIX to Linux on VMware.
- SAP architecture on vSphere.
- The implementation challenges for SAP.
- Review some examples of SAP implementation.
- Performance tuning, monitoring, and troubleshooting SAP on vSphere.

Saturday, Feb. 23 8:30am – 5:30pm

CI1527: Virtualizing Microsoft Exchange with VMware Boot Camp

This Technical Post-Sales bootcamp training will provide Post-Sales Accreditation credit towards VMware VBCA Competency (VCP is required to receive the credit) and will cover the following and more:

- The benefits of virtualizing Microsoft Exchange 2010.
- Designing the virtualized Exchange environment.
- Sizing Exchange servers using both manual and automated processes
- Design considerations and guidelines for Exchange sizing.
- Implementation considerations for virtualizing Exchange on VMware vSphere.
- Process for testing Exchange performance.
- Monitoring Exchange performance on vSphere.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

Monday, Feb. 25 8:30am – 5:30pm

Tuesday, Feb. 26 8:30am – 5:30pm

EUC1339: VMware View 5.x Install, Configure and Manage Boot Camp

This hands-on training course builds your skills in the VMware View suite of products: VMware View Manager, View Composer, and VMware ThinApp. It also meets a portion of the Desktop Competency Post-sale requirements.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

Monday, Feb. 25 8:30am – 5:30pm

EUC1342: VMware View 5.x Design Best Practices Boot Camp

This course presents a methodology for designing a VMware View solution for the VMware vSphere infrastructure. The design methodology includes recommendations for the type of information and data that must be gathered and analyzed to make sound design decisions for client systems, desktop options, the vSphere infrastructure, and View components. VMware best practices are presented during each phase of the design process. You will work with other participants to design a View solution for a real-world project.

Wednesday, Feb. 27 1:00pm – 6:00pm

EUC1343: Solution Track - End User Computing Boot Camp

VMware Solution Track is an in-person sales training sessions designed to enable VMware Partners to better sell and articulate a VMware solution. In this session, we will discuss the solution, its benefits, positioning and best practices sales methodology for VMware End User Computing opportunities. Delivered as a mix of classroom presentation, role-play simulation and highly successful whiteboard format, you will not only learn the basics of the solution components but also practice key tactics in identifying and qualifying opportunities to prepare you for real world customer scenarios. Join us in this interactive format of classroom presentation, whiteboard tutorials, and case based role-play and selling scenarios. The session will give you the answers you need to carefully guide the customer down

the path of desktop virtualization while confidently handling common objections and managing competitive sales situations to help YOU win.

Sunday, Feb. 24 8:30am – 5:30pm

EUC1344: Tech Express - End User Computing Boot Camp

Attend this session to learn about the latest VMware End User Computing Solutions and how they help address key customer challenges and business drivers. We'll discuss value proposition, competitive landscape, and positioning. You'll have the opportunity to ask questions from VMware End User Computing Business Unit staff, and see a demo of these exciting solutions.

Monday, Feb. 25 8:30am – 5:30pm

EUC1349: Advanced Tech Express - End User Computing Boot Camp

Are you an architect or subject matter expert? Then attend the End User Computing Advanced Tech Express session. This is your opportunity to go under the hood and discuss design and implementation guidance, all based on lessons learned in large scale VMware Enterprise accounts. This session will feature a short case study, where you can apply your newly acquired knowledge in a realistic RFP simulation. This session is most relevant for partners who already have the Desktop Competency and will compliment your existing expertise in VDI.

Saturday, Feb. 23 8:30am – 5:30pm

EUC1350: VMware Mirage Technical Bootcamp

Build on your Desktop Practice! Join us and learn Mirage Technical Best Practices. VMware Mirage is the new



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“Savvis Enterprise Cloud Ecosystem”

- Please visit our Booth 302
- Learn how we are Fast-Forwarding business to the hybrid cloud with our partners [here](#).

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Topics to be covered include:

- Implementation prerequisites
- Identify critical requirements
- Articulate the correct order of installation
- Describe Mirage components and their function
- Explain how to accomplish key management and operational tasks

Register now! This Boot Camp is equivalent to the upcoming Mirage Install, Configure and Manage course and attendees will receive credited for attending this course.

Saturday, Feb. 23 8:30am – 5:30pm

Sunday, Feb. 24 8:30am – 5:30pm

Monday, Feb. 25 8:30am – 5:30pm

Tuesday, Feb. 26 8:30am – 5:30pm

MGT1347: VMware Management Competency Post-Sales Boot Camp

Designed for Technical Post-sales delivery specialists, this hands-on training consists of the two classes required to complete the Management Competency Post-sales Accreditation. The first required course, vCenter Configuration Manager for Virtual Infrastructure Management, will provide you with the knowledge and skills to install and configure VCM, navigate the user interface, manage compliance, and perform administrative and configuration tasks against your virtual infrastructure. The second course, VMware vCenter Operations Manager: Analyze & Predict teaches skills in the use of vCenter Operations Manager Standard edition as a forensic and predictive tool. You will walk away understanding major and minor badges and their underlying metrics, how

to perform capacity management and what-if analyses, plus how to Heat Maps, Smart Alerts and Reports.

Monday, Feb. 25 8:30am – 5:30pm

MGT1348: Solution Track: VMware vCloud Suite

Attend this 1-day interactive sales workshop and earn credit for two new VMware Solution Competencies: Cloud IaaS and Management. In this 3-part training event, you will learn how to position the vCloud Suite in your customer accounts, qualify opportunities and differentiate the VMware vCloud Suite solution from traditional tools. You'll walk away knowing when to sell vCloud Suite vs. standalone Cloud Infrastructure and Management solutions.

Sunday, Feb. 24 8:30am – 2:30pm

Wednesday, Feb. 27 12:00pm – 6:00pm

MGT1448: Tech Express: vCenter Operations Management Suite

Designed for Technical Pre-sales representatives, this newly updated 1-day boot camp covers the technical capabilities in the vCenter Operations Management Suite v5.6. Partners attending will learn how to install core solutions in the suite, position the technical value in a competitive situation, navigate and deliver a compelling demo, and discuss use cases important to not only to VI administrators, but to operations directors and line of business owners as well. After attending this course, you will be able to identify technology integration points to sell Management into vSphere installed base accounts and attach to Cloud Infrastructure Initiatives. This class will earn credit toward the Management Competency Technical Sales Accreditation.

Wednesday, Feb. 27 1:00pm – 6:00 pm

TEX1150: Workflow Development with vCenter Orchestrator

Watch TEX1150 Session promo video now! http://www.youtube.com/watch?v=d1TCsi9caMI&list=PLyvVoSyLQbEPO_HSfXRhTqwrvdOFfM47

Right click on the link to launch video in new tab or window.

Use what you already have! Automation and Integration are key needs when implementing a Software Defined Data Center. With VMware vCenter Orchestrator you (and your customers!) already have a reliable Workflow Engine installed in your (their) environment (it's included in every vCenter installation). This Boot Camp gives you the know-how needed to activate this powerful platform. You will learn the architecture of vCenter Orchestrator, how to develop custom workflows, and how you can use Orchestrator to integrate all your IT Infrastructure. In lots of hands-on labs you will develop workflows based on real-world examples and use-cases. You will experience the Power of vCenter Orchestrator when we integrate vCloud Director, vCenter, vCloud Automation Center and components of the vCloud Suite with external systems. Even if the Workflow Library and the many Plugins allow to develop workflows mostly in graphical drag-and-drop style, experience in scripting or software development (not matter what programming language) is helpful for this Boot Camp. At the end of this Boot Camp you will be able to provide additional value to your services directly by automating and integrating your customer's Infrastructure (without the need to sell additional products licenses upfront!)

Sunday, Feb. 24 8:30am – 12:30pm

VPN1333: VMware Certified Design Expert (VCDX) Boot Camp

This session continues to be in high demand and a sellout at VMworld and PEX. It is the VCDX boot camp led by VCDX-001 John Arrasjid and a supporting team of existing VCDX including panelists. The session will provide an overview of the program and best practices for success, plus a mock defense session covering the VCDX Design and Troubleshooting Scenarios. This boot camp has proven success in candidates since 2008. Learn from the authors of the new VCDX Defense Prep, A Virtual Boot Camp book (VMware Press).

Monday, Feb. 25 8:30am – 5:30pm

VPN1467: VMware Technical Solutions Professional 5 (VTSP 5) Boot Camp

VTSP 5 is a training program designed to provide Partners with fundamental technical knowledge about VMware vSphere 5. The goal is to help Partner pre-sales professionals develop the capabilities and gain the confidence to successfully guide customers through product evaluation, selection and installation based on their business requirements and/or existing IT environment.

Tuesday, Feb. 26 12:30pm – 6:30pm

VPN1463: VMware Sales Professional 5 (VSP 5) Accreditation Boot Camp

The VSP 5 training program is designed to give Partners a foundation of general knowledge in VMware products and business practices. The goal is to both inspire and enable Partners to make their first VMware sales. VSP also provided a road map for success, showing Partners how to make the most of their benefits and relationship with VMware.

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- **Services** to accelerate your ability to enter new markets, add new vendors and adopt new technologies
 - VMware Authorized Training Center (VATC)
 - VMware Authorized Consultant (VAC)



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Sponsor Boot Camps

Monday, Feb. 25 8:30am – 5:30pm

SPO2003: Lead Your Customers' IT Transformation with EMC

The IT landscape is constantly changing. Your customers are looking for you to lead them to the next phase of IT. Attend this boot camp to learn about the latest technology, and the choice you have to help lead customers through three paths to the cloud. This all-day session will give you the opportunity to hear about the EMC roadmaps, the latest solutions, and partner programs and resources. Register now to learn how EMC solutions integrated with VMware can grow your business. Attend this EMC boot camp to learn about:

- The Three Paths to the Cloud and the EMC 2013 roadmap
- The Guts Behind VSPEX and Roadmap Into The Future
- Why You Should Care and What You Need To Know About End User Computing
- The Latest Solutions for Virtualizing Oracle, SAP, and MSFT environments
- What you need to know about Vblocks, protection, security and compliance.
- Tools & Resources to help you sell complete solutions (vLabs, CRA, Communities)
- How and When to Leverage the EMC & VMware's Management Portfolio
- Understanding the EMC Integrations with VMware that can help your customers

Monday, Feb. 25 8:30am – 5:30pm

SPO2004: HP & VMware Joint Tools for A Cloud Optimized Data Center: A Boot Camp for Sales and Technical Professionals

Join this powerful session with HP and VMware Executives, Product Managers and Engineers. Tap into their insight and experiences as they discuss the latest in HP CI and Cloud solutions leveraging VMware technologies. We'll focus on tools, programs and resources that will help you enable your customer's virtualized software defined datacenters. You'll hear from VMware and HP Server, Storage, Network, Services Subject Matter Experts, as well Industry Analysts, Enterprise Strategy Group. See how HP & VMware together can help you drive revenues in 2013. Enter for a chance to win amazing door prizes and don't miss the Partner Reception as we close out the day. Seats are limited so sign up now!

Welcome

Mark Dickey, Dir. AMS ISS Software & Alliances, HP
Frank Rauch, VP. Americas Channels, VMware, Inc.

Market Analyst Discussion of CI & Cloud Market Opportunity for Partners

Mark Bowker, ESG, Senior Analyst

We Call It Converged Infrastructure You Can Call it Game Changing

Mark Dickey, Dir. AMS ISS Software & Alliances, HP

The HP ProLiant Gen8 and VMware Advantage

Tim Golden, CTO, ISS Americas, "The Golden Ticket"

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- Increased quarterly rebates for committed Veeam® partners
- Rewards for partners that are accredited through our Veeam University

HP Storage Solutions for Converged Cloud Architectures

Eric Siebert, HPSD Storage Marketing

HP Networking Solutions for Converged Architectures

Sam Rastogi, HPN, HP Networks Team

Client Virtualization & CI Architectures

Adam Provost, CV, Solution Design Specialist

HP & VMware Management Solutions, HP Insight Control with VMware vCenterSteeve Daigle, PSS Program Manager
Jon Schulz, Sr. Technical Account Mgr., VMware**HP & VMware Cloud Positioning**

Gary Stevens, WW Business Development, Enterprise Group

HP Services for Virtualization & VMware

Latif Hamlani, HP Technology Services

VMware OEM Programs & ToolsRon Priester, AMS VMware Bus. Dev. Mgr.
Luke Vammen, AMS VMware Product Mgr.**Closing Remarks/Prizes/Happy Hour**Terry Richardson, VP & GM, U.S. Channel Sales
Mark Dickey, Dir. AMS ISS Software & Alliances**Monday, Feb. 25** 8:30am – 5:30pm**SPO2200: NetApp Boot Camp: Technologies and Solutions that Accelerate Your Business Success**

Hear about the latest solutions and programs from NetApp technical and marketing leaders. Boot camp topics include both sales information about the programs and promotions that accelerate

your success in enterprise and midsize markets as well as the latest NetApp technology. Visit our community page for expanded session abstracts.

Special Offer for attendees: Register for and attend any of the presentations and get access to the Data ONTAP Test Drive.

9:00am – 10:00am: The Future Now: NetApp Clustered Storage and Flash for the Enterprise

Larry Touchette, Sr. Solutions Architect, NetApp

10:00am - 11:00am: Reaching the Clouds with NetApp Integrations with VMware vCloud Director

Jack McLeod, NetApp Cloud Solutions Architect, NetApp

11:00am - 12:00pm: A Technical Overview of the NetApp Virtual Storage Console 4.1 for VMware vSphere

Gabe Lowe, Virtualization Products and Solutions Engineer, NetApp

12:00pm – 1:00pm: Lunch**1:00pm - 2:00pm: VMware View on NetApp: Technical Integration to Drive Down Cost and Improve Performance**

Chris Gebhardt, Sr. Technical Marketing Engineer - End User Computing, NetApp

2:00pm - 3:00pm: ExpressPod™ - A New Solution to Accelerate Sales in SMB

Leslie Jones, ExpressPod Solution Marketing Manager, NetApp

3:00pm - 4:00pm: Winning Business with NetApp and VMware in the SDDCAdam Fore, Director, Virtualization and Cloud Solutions Marketing, NetApp
David Yu, Sr. Solutions Marketing Manager, Virtualization, NetApp**4:00pm - 5:00pm: Selling the Value of VMware End-User Computing on NetApp**

Ben Dubois, Sr. Solutions Marketing Manager, Desktop Virtualization, NetApp

Monday, Feb. 25 8:30am – 5:30pm**SPO2249: Leveraging Dell Enterprise Technologies to Enhance Customer Value from the Data Center to the Desktop****8:45am – 9:00am: Opening Remarks****9:00am – 9:45am: Active Infrastructure Overview And Portfolio**

The Dell Active Infrastructure family delivers converged infrastructure solutions designed to enhance the agility and efficiency of your customer's datacenter. Dell Active Infrastructure Portfolio combines Dell's server, storage, and networking products into preconfigured infrastructure offerings for deploying applications, virtual desktops and private clouds. The infrastructure is holistically managed by the Active System Manager, an intuitive and automated tool of the most common administrative tasks.

9:45am – 10:30am: The Active Infrastructure Server Foundation - Why Modularity And Density Matter

For the foreseeable future global business demands for IT services will continue to increase while OPEX budgets for expanding data centers will be restricted. Dell's resolution for your customers to address this situation is with comprehensive data center modularity and density. We will take a deep dive into Dell's 12th Generation Blade server portfolio and explore how modularity enables your customers to take advantage of new technologies in a non-disruptive environment while density enables them to increase compute, network and storage capacity.

10:45am – 11:30am: Revolutionizing Data Center Infrastructure Delivery With Active Infrastructure

During this session, we will give you the proof points you need to understand how Dell's Active Infrastructure solution achieves the promise of revolutionizing the way that data center infrastructure is delivered. We will do this by delving into the Active Infrastructure reference architectures, review the data center design implications of each Active Infrastructure delivery model and walk through the end-to-end process of how the Active Infrastructure provisioning process works.

11:30am – 12:00pm: Lunch**12:00pm – 2:00pm: Accelerate Desktop Virtualization Deployments with pre-engineered Dell -VMware Solutions**

In this session, we will deep dive into the latest Dell and VMware desktop virtualization solution architectures, including easily implemented and managed end-to-end VDI solutions. Dell and VMware have collaborated to build out the AlwaysOn Desktop and Mobile Secure Desktop solution architectures – designs based on direct customer feedback that integrate Dell's latest generation converged infrastructure and Dell cloud client computing solutions purpose built for VMware View. We will also demonstrate the new Dell Cloud Client Advisor, a web-based tool allows you to answer a few questions and quickly get a complete hardware bill of materials.

2:15pm – 4:15pm: Dell's Data Protection & Performance Management Solutions

With Dell Software's Data Protection & Performance Management solutions you can offer your clients an end-to-end virtual

management solution that helps them to maximize the return on their VMware investment. This includes data protection that spans virtual, physical, and cloud environments; performance monitoring and capacity planning for hypervisors, guest OSs, and applications; storage optimization; and lastly, chargeback so you can easily allocate and substantiate utilization based costs – scaling from the smallest SMB to the largest enterprise. This session will also provide product demonstrations of vRanger, AppAssure, NetVault, and vFoglight in a VMware environment.

4:15pm – 5:30pm: Dell Cocktail Reception (in room following session)

Monday, Feb. 25 8:30am – 5:30pm

SPO2400: Connect, Discover, Learn with Cisco

8:00 – 8:30am: Breakfast in room

8:30am – 10:30am: Accelerate Your VDI Success with Cisco UCS and VMware View

In this session, you will discover how Cisco, with VMware, is delivering VDI with simplicity, scalability, and cost-effective higher performance for the midmarket. You will experience a Cisco Unified Computing plus VMware View technical “deep dive” featuring the latest Cisco validated designs and reference architectures for desktop virtualization. You will learn how Cisco and VMware will help grow your desktop virtualization business and accelerate pipeline. You will have the opportunity to interact with design experts and desktop virtualization practice leaders.

10:30am – 12:00pm: Be Prepared to Go from Virtual into the Cloud with the Cisco

Nexus 1000V Family

Come to this session to find out the latest about the Cisco Nexus 1000V, including:

- Integration with VMware vCloud Director
- Portfolio of Cisco vPath virtualized network services, including ASA 1000V, Virtual Security Gateway, vWAAS for Wide Area Network acceleration, CSR 1000 V, and virtual Cisco IOS Software router
- Cisco Nexus 1000V InterCloud: Secure hybrid cloud extension network policy, including network services, from private cloud to public cloud
- Cisco Nexus 1000V on multiple hypervisors

12:00pm – 12:30pm: Lunch in room

12:30pm – 2:00pm: Cisco UCS Deep Dive

Learn how Cisco is combining statelessness of physical systems with the statelessness offered by VMware Autodeploy to offer a truly dynamic methodology for scaling infrastructure. Cisco UCS service profiles, VMware host profiles, and Autodeploy integrate to provide “one-click” or “one API call” hypervisor deployment, ideal for virtualized environments under rapid growth and clouds. In this session, you will get a firsthand look at how Cisco UCS technically works differently than other infrastructure solutions with Autodeploy and how to configure Autodeploy for use with Cisco UCS.

2:00pm – 3:30pm: Cisco Branch Consolidation and Remote Office IT Services

This session will focus on solutions that empower you to consolidate your customer’s branch/remote office IT services into a single, easy-to-manage Cisco office-in-a-box solution using

the Cisco Integrated Services Router Generation 2 (ISR G2) and the Cisco UCS E-Series blade server. This solution brings a converged network, compute, and virtualization-ready platform designed to host multiple Cisco and third-party infrastructure services and mission-critical business applications.

You will learn the concept of “office in a box” with the distributed VDI architecture and how it can help reduce the IT footprint at the branch, while at the same time achieve capital and operational cost efficiencies. This solution is Cisco tested and provides a simple means for allowing your customers to fit multiple services into one flexible platform.

3:30pm – 5:00pm: Cisco Unified Management

Learn how you can provide your customers with one of the industry’s strongest unified management solutions on the market today by partnering with Cisco:

- Cisco Clouppia delivers single-pane-of-glass management for converged infrastructures.
- Cisco Intelligent Automation for Cloud delivers advanced cloud management for private, public, or hybrid deployments.

5:00pm – 6:00pm: Wrap Up, Cocktails, Meet the Expert

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Workshops

Monday, Feb. 25 8:30am - 12:30pm

CI1440: VMware vCloud Networking and Security Workshop

This workshop provides a technical training for the products included in the vCloud Networking and Security solution. The components featured include VXLAN, Edge, App, and Endpoint. It combines presentation material on concepts with live on-stage demos of features as implemented for actual use cases. You will also learn how to install, configure, and administer vCloud Networking and Security Manager, the centralized management component for all the products.

Monday, Feb. 25 1:00pm - 3:00pm

MGT1504: vCenter Operations Management Essentials Workshop

This technical overview is designed for vSphere administrators looking for enhance performance management and better utilization of resources. You will learn about the vCenter Operations Manager 5.6 standard edition vApp architecture, installation considerations, major and minor badges as well as Smart Alerts, reports and heat maps. Partners who attend will receive credit toward the following VMware Solution Competencies: VBCA and Management.

Monday, Feb. 25 1:00pm - 6:00pm

EUC1336: Transforming Your Customer's Desktop Lifecycle with VMware Mirage Workshop

VMware Mirage provides the centralized manageability of virtual desktops for the physical PCs and laptops

distributed throughout your customers' infrastructures. Come learn how to leverage VMware Mirage to transform and optimize your customers' entire desktop lifecycle from initial deployment, to ongoing maintenance and repair to the ultimate replacement and decommission of aging systems. Topics of discussion will include reference desktop design, Mirage deployment of standard desktop configurations, supporting different PC and laptop hardware, using Mirage to deploy operating system and application updates, handling software conflicts, using Mirage in conjunction with other software deployment systems, repairing OS and application problems and replacing failed or aging systems. If you are responsible for designing end user computing solutions this is not a session you will want to miss!

Monday, Feb. 25 3:30pm - 6:30pm

CI1535: Virtualizing Business-Critical Applications Technical Sales Workshop

This is one of the three VBCA Competency technical-Sales workshops. Completing all three workshops will provide Tech-Sales Accreditation credit towards VMware VBCA Competency. This workshop will cover the following and more:

- Identify the key business-critical applications that can be virtualized efficiently.
- Identify the common customer objections to virtualizing business-critical applications.
- State the benefits, value propositions, use case, and best practices for virtualizing each business-critical application.
- Licensing requirements for Microsoft SharePoint, Exchange, and SQL Server on vSphere.

- Licensing requirements for Oracle databases on vSphere.
- Licensing requirements for SAP on vSphere.

Tuesday, Feb. 26 1:00pm - 4:00pm

CI1113: Architecting A Cloud Infrastructure Workshop

This session will discuss the various design considerations when architecting the foundation for every solid cloud environment, the vCloud suite. We will start with sizing and scaling and end with some operational guidance. Different examples will be used to show the impact design considerations can have on the availability of your services. This will be an interactive session where the attendees can provide input and feedback from their real world experience.

Tuesday, Feb. 26 1:00pm - 4:00pm

VPN2121: VMware Solution Enablement Toolkits Workshop

- Solution Enablement Toolkits (SETs) are proven and comprehensive collection of sales, marketing, technical and service delivery tools and assets that enable Partners to create their own packaged solutions. Each SETs enable you to quickly create scalable solutions that can be reproduced for different customers. VMware Partners using SETs experience 2x faster growth and 2x deal sizes because SETs can help Partners to:
- Develop customized virtualization solutions more quickly, using proven best practices
 - Increase ROI and sales productivity by ramping up your sales teams on VMware technology and solutions quickly
 - Close deals faster and increase

your margins through a consistent, repeatable, and scalable sales process

- Utilize VMware's Service IP to enhance and support your own solutions leveraging your company's expertise
- Accelerate development of your Software-Defined DataCenter practice.

This workshop will provide you with some prescriptive approach and examples on how to leverage and monetize the SETs to capture the above benefits. You will also hear from your Partner peers on how they have successfully adopted SETs and used SETs as building blocks that help package their services with hardware and licensing to create a turnkey customer solution that differentiates their business.

Increase ROI and sales productivity by ramping up your sales teams on VMware technology and solutions quickly, Close deals faster and increase your margins through a consistent, repeatable, and scalable sales process Utilize VMware's Service IP to enhance and support your own solutions leveraging your company's expertise, Accelerate development of your Software-Defined DataCenter practice.

Tuesday, Feb. 26 1:00pm - 5:00pm

CI1282: Delivering PCI Compliance on vCloud Suite

VMware and our Qualified Security Assessor partners have produced an Architecture Design Guide and Validated Reference Architecture for PCI. In this session we will look at an overview of this ongoing program to deliver evolving content for PCI and other compliance initiatives, such as healthcare and government. This content enables our partners to deliver services that facilitate our customers running applications subject

to these compliance audits as part of their overall Business Critical Applications strategy. Specifically, we will review the Architecture Design Guide, the Validated Reference Architecture for PCI and how these can be made into the basis for a comprehensive service offering. Partners will learn details about what they can expect from VMware and Technology partners for turnkey approaches in the delivery of these solutions and also how to build service offerings that fill the gaps specific to customer environments and individual workloads. To illustrate this we will dive into a use case from the Architecture Design Guide where we will review the design to accommodate an application subject to PCI audit and implement configuration and controls that have been vetted by our PCI Qualified Security Assessor partners. The use case will consist of configuring vCloud Networking and Security to support segmentation for a payment card application and its required administrative tasks while monitoring for protection of data within PCI scope. Capture of the virtual infrastructure and payment card application configuration baselines along with administrative activity will be monitored for PCI compliance by vCenter Configuration Manager. Whether you are involved in building or supporting PCI environments or other lines of business with similar audit requirements you can benefit from this session as many of the concepts and content discussed and illustrated can be re-used to achieve a general posture of trust for Business Critical Applications.

Tuesday, Feb. 26 2:00pm – 4:00pm

CI1179: VMware vCloud Suite Whiteboard Workshop

Learn how to demonstrate an effective customer presentation of the new whiteboard designed and developed around our VMware's vCloud Suite Offering.

Wednesday, Feb. 27 1:00pm – 3:00pm

MGT1504: vCenter Operations Management Essentials Workshop

This technical overview is designed for vSphere administrators looking for enhance performance management and better utilization of resources. You will learn about the vCenter Operations Manager 5.6 standard edition vApp architecture, installation considerations, major and minor badges as well as Smart Alerts, reports and heat maps. Partners who attend will receive credit toward the following VMware Solution Competencies: VBCA and Management.

Wednesday, Feb. 27 1:00pm – 3:00pm

VPN1418: Accelerating Your VMware Partnership Workshop

Are you a new VMware Solution Provider or need a little direction to make the most out of your VMware Partnership? Join us for this two hour How To workshop where we will detail the steps that will ignite your VMware business. See what our most successful partners have done to maximize their wins with VMware. This session will include an overview of system resources, incentive programs, marketing resources and solution plays designed to get you up and running quickly. This session is ideal for new partners to our network or any partner ready to take their partnership to the next level.

Wednesday, Feb. 27 1:00pm – 4:00pm

CI1119: Performance Deep Dive of the VMware Hands on Lab Cloud Workshop

In this interactive performance workshop we'll take you behind the scenes and explore performance of the Hands on Labs (HOL) cloud. We'll respond to the most common questions we are asked about the HOL cloud and take you into live interfaces. For instance - How was it designed? How was it load tested? How is performance managed and issues diagnosed? In order to support HOL at VMware's various events all over the world with hundred of simultaneous seats, this dynamic infrastructure must be designed and optimized for maximum performance from the ground up. In order to provide confidence this cloud can support our customers, special techniques have been used to generate load and stress test it. Finally, daily operations require keeping tabs on key performance metrics and easy diagnosis when something goes wrong. Is there a better way to learn from and understand a cloud than to explore one in operation? Is there a better way to understand a cloud than to explore one in operation?

Wednesday, Feb. 27 1:00pm – 4:00pm

CI1130: High Availability, Data Protection, and Disaster Recovery in a VMware Virtualized Environment Workshop

Breaking away from the traditional mold of presentation slides, this session will provide demos and discussion around creating a highly resilient software defined data center. Attendees will get a chance to see and learn about business continuity solutions such as vSphere Replication, Site Recovery Manager, vSphere Data Protection, vSphere HA/FT, etc. In addition

to the technical content, we will also discuss best practices, product positioning, and solution objection handling.

Wednesday, Feb. 27 1:00pm – 4:00pm

EUC1334: VMware View Storage Design in 2013 Workshop

Experienced Partners know that one of the most complex parts of the virtual desktop infrastructure to design is storage; and with inadequate storage being a common cause of failed VDI deployments, it is critical to get it right. Fortunately, new features introduced in View 5.x combined with recent advances in storage technology enable innovative new ways of designing storage solutions for VMware View. Presented by the author of the storage section of the VMware View 5 Plan and Design Guide, this session goes deep on all aspects of storage design for VMware View. Topics of discussion include: accurately calculating your customer's desktop IOPs requirements, the impact on storage of desktop boot compared to running state, understanding how to design for read versus write IOPs, and the benefits of advanced storage technologies including View Storage Accelerator, storage tiering systems, "SAN-less" solutions, and new write caching technologies. Real world examples of both successful and failed storage designs, including how the failed designs were ultimately fixed will be presented to emphasize the lessons learned and knowledge transferred.

Wednesday, Feb. 27 1:00pm – 5:00pm

CAS1470: AppMod/DataMod Sales Training

Cloud is changing the way we architect, build and operate data management solutions: leading to a shift in architecture for the data tier. There's an explosion in data, desire for return on data assets. There's a growing frontier beyond the RDBMS (Cumbersome to deploy, manage, scale). Customers are moving to a data fabric. VMware vFabric enables such new fabrics and database-as-a-service and enables solutions to cloud-era data challenges beyond the capabilities of traditional relational database management. Why partners should learn about VMware's Data Management Philosophy. The RDBMS-only approach to data management is being challenged – vFabric enables you and your clients to address the need for a modern data fabric – this represents a huge, fast-growing and profitable Software and Services revenue opportunity. Strengthen your trusted advisor status with expert, elite skills. Set yourself apart from your competitors. Innovation trends in the application domain: Different kinds of apps are emerging: mobile, SaaS, Social Frameworks for building apps are the norm. Lightweight, virtualization-appropriate runtime containers are expected. There is a new focus on simplicity ... the antithesis of WebLogic and WebSphere incumbents. Longer term there will be a shift to PaaS. Why partners should achieve the VMware Application Modernization Competency. Application Modernization for the cloud era is underway – this represents a huge and profitable Software and Services revenue opportunity – help your clients modernize their apps for the cloud era with vFabric.

Strengthen your trusted advisor status with expert, elite skills. Set yourself apart from your competitors.

Wednesday, Feb. 27 3:30pm – 6:30pm

CI1535: Virtualizing Business-Critical Applications Technical Sales Workshop

This is one of the three VBCA Competency technical-Sales workshops. Completing all three workshops will provide Tech-Sales Accreditation credit towards VMware VBCA Competency. This workshop will cover the following and more:

- Identify the key business-critical applications that can be virtualized efficiently.
- Identify the common customer objections to virtualizing business-critical applications.
- State the benefits, value propositions, use case, and best practices for virtualizing each business-critical application.
- Licensing requirements for Microsoft SharePoint, Exchange, and SQL Server on vSphere.
- Licensing requirements for Oracle databases on vSphere.
- Licensing requirements for SAP on vSphere.

Wednesday, Feb. 27 3:30pm – 6:30pm

VPN1458: VMware Partner Demand Generation Part 2: Build Your Annual Marketing Plan Workshop

Come to this hands-on workshop and walk out with your 2013 marketing plan. The Partner Marketing Demand Generation team will lead an informative session to provide you with tools and planning methodologies, and then hands-on help so you can leave this session with a draft

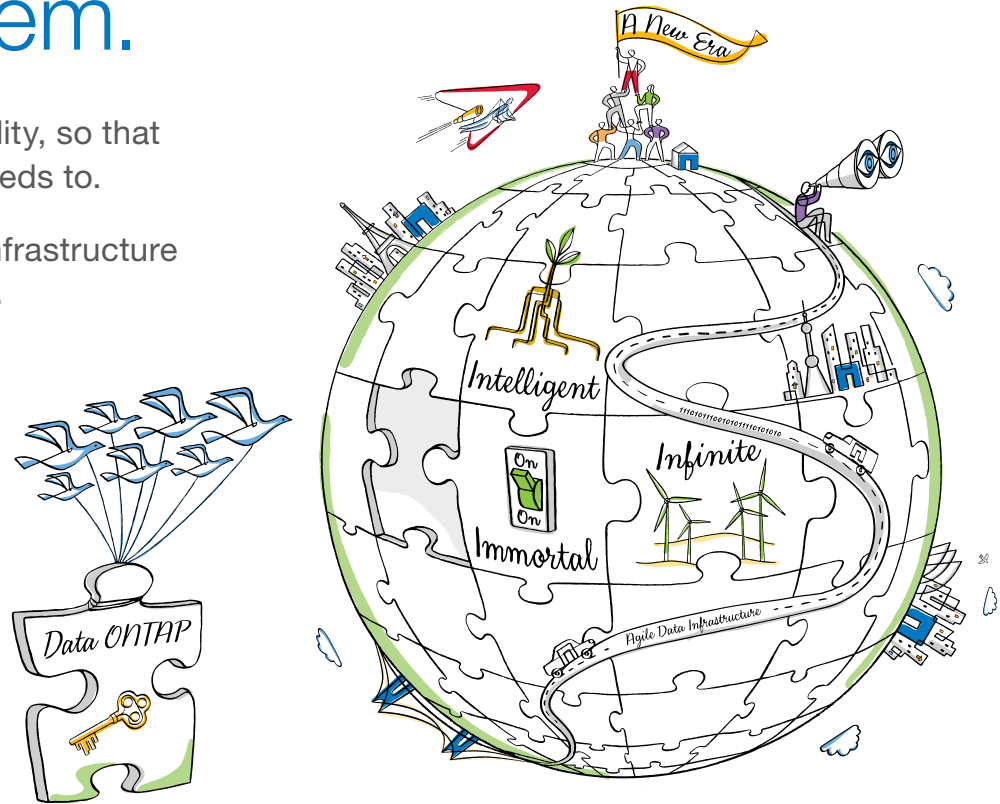
marketing plan for 2013. Partners will be provided with a planning workbook that includes: 1) a ROI calculator for marketing campaign and lead quantity planning; 2) a description of marketing programs and when to use them, and 3) a marketing planning matrix to use for drafting an annual marketing framework.

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BREAKOUT SESSION OVERVIEW

Whether you are new to VMware or have extensive familiarity with virtualization solutions, our comprehensive conference program is designed to deliver content specific to your job role and business needs. Sessions will provide you with proven go-to-market selling strategies for VMware solutions, key insights into sales and marketing programs, and in-depth training on VMware technology.

VMware Partner Exchange offers more than 175 unique sessions organized into nine tracks to help you identify sessions that reflect your interests.

Tracks include:

Cloud Infrastructure

Building on the foundation of vSphere virtualization, VMware vCloud Suite abstracts, pools, and automates all IT services to deliver an elastic, easy-to-manage Software-Defined Datacenter.

vCloud Application Services

Business applications are becoming increasingly web-oriented, data-intensive, and dynamic in nature and are likely to be deployed on virtual environments. The infrastructure to support those applications is VMware vFabric™ Suite.

End-User Computing

Deliver secure access to desktops, applications and data anywhere and on any device when a user needs it.

IT Transformation

This track focuses on how the generational IT shift to cloud computing can help you innovate, reduce risk and transform IT from a service provider to a strategic partner.

Management

Learn how you can increase your revenues and margins by selling service provisioning, automated operations and cloud management.

Professional Development

Sessions in this track are delivered by subject matter experts and are related to personal development, career advancement, and accelerated success.

Technology Exchange

Lead in your technology area by engaging early with VMware for product Roadmaps, integration opportunities, beta participation, certification programs and go-to-market vehicles.

VMware Partner Network

Learn about the ways your company can benefit from market leading solutions combined with award-winning programs designed to enable, distinguish, and reward you.

Technology/Sponsor

This track will showcase the latest technology and solutions from VMware's technology partners.

SESSION IDENTIFIER KEY

Each session is labeled with the following icons to help you identify the sessions that best fit your interest and background.

Tracks

CAS	vCloud Application Services
CI	Cloud Infrastructure
EUC	End-User Computing
ITT	IT Transformation
MGT	Management
PD	Professional Development
SPO	Technology/Sponsor
TEX	Technology Exchange
VPN	VMware Partner Network

Session Type

SAL MGT	Sales Management
SAL REP	Sales Representative
TECH	Technical
TECH-INT	Technical - Intermediate
TECH-ADV	Technical - Advanced
PRO	Professional Services
EXEC	Executive
MKT	Marketing/Business Development
OPS	Operations
PRA	Practice Manager

Expertise Levels

● Basic

Sessions are suitable for any audience interested in the topic and do not require previous knowledge of the specific topic.

■ Intermediate

Sessions are intended for an audience with some basic understanding and knowledge of the specific topic.

▲ Advanced

Sessions will dive deep into the technology and will assume that the audience has previous knowledge and experience with the specific topic.

Areas of Interest

C	Commercial
EN	Enterprise
F	Federal
H	Healthcare
S	SMB
ED	SLED

BREAKOUT SESSION SCHEDULE

12:30pm - 3:00pm

■ **TEX1236: NDA Roadmap Update: Cloud Infrastructure and Management (TAP only)**

Session Identifiers: **TEX, TECH, C, EN, F, ED**

Speaker(s): Dean Coza, VMware, Inc., Edward Dinell, VMware, Inc., Matt Dreyer, VMware, Inc., Vijay Ramachandran, VMware, Inc., Bjorn Townsend, VMware, Inc.

Watch TEX1236 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=V9SUKcoDmDw

Right click on the link to launch video in new tab or window.

A software-defined datacenter is where all infrastructure is virtualized and delivered as a service, and the control of this datacenter is entirely automated by software. VMware is making the software-defined datacenter a reality, starting with solutions announced at VMworld 2012. This session builds on that momentum with a NDA roadmap look at VMware's plans for 2013, 2014 and beyond in the areas of vSphere, software-defined networking and security, software-defined storage and availability, interacting with the virtual datacenter as an IT provider and IT consumer, infrastructure management, and extensibility.

12:30pm - 1:30pm

■ ▲ **CAS1862: How Does Big Data Fit Into a Software-defined Datacenter?**

Session Identifiers: **VCAS, TECH-ADV, EN, F, H, ED**

Speaker(s): Richard McDougall, VMware, Inc.

The world is changing. Cloud computing is transforming the way we do business, while big data opens the door for vast new insights into how businesses should evolve. But, how can we connect the two?

While big data is still in its early adoption stages, cloud computing will make it more accessible, and will accelerate the development of new applications. To take better advantage of these services, apps need to be mobile, real-time, available, and able to run on a common infrastructure. They need to be flexible, designed to work with any type of data, and deliver analytics to all users in an organization. With all the benefits of a software-defined datacenter, IT will be able to distribute information across their private, public, and hybrid clouds and take advantage of cloud economics. Richard McDougall will bridge the gap to show how the benefits of software-defined infrastructure and next

generation applications running on any cloud environment will deliver the benefits of big data to the enterprise.

12:30pm - 1:30pm

● **CI1114: vSphere - What's New**

Session Identifiers: **CAS, SAL REP REP, C, EN, S**

Speaker(s): Michael Adams, VMware, Inc.

Get a quick summary overview on what's new with vSphere 5.1. This includes coverage of the latest enhancements and newly added components to vSphere.

12:30pm - 1:30pm

■ **CI1178: Selling Strategies for the vCloud Suite**

Session Identifiers: **CAS, SAL REP, EN, F, H, ED**

Speaker(s): Neela Jacques, VMware, Inc.

The vCloud Suite includes all the components that a customer needs to deliver a Software-defined Datacenter. In this session you will learn how to position each component in the vCloud Suite, when to leads with the Enterprise edition and how to handle requests for POCs, existing customer products (e.g. FVC), what probing questions to stimulate interest for the vCloud Suite, and how to handle objections.

12:30pm - 1:30pm

● ■ **CI1288: Software-defined Storage - Opportunities for Partners**

Session Identifiers: **CAS, SAL REP, C, EN, F, H, ED**

Speaker(s): Shruti Bhat, VMware, Inc.

This session will discuss VMware's Software Defined Storage strategy and vision. We will provide a sneak preview of four exciting new Software Defined Storage technologies from VMware including Virtual Volumes, Virtual Flash, and Distributed Storage (Virtual SAN) that are on the roadmap for increasing storage efficiencies in virtual environments. We will also discuss VMware's new policy-driven approach to storage for managing end-to-end SLAs per virtual machine. We will discuss opportunities for partners with these exciting new offerings.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
- VPN** VMware Partner Network

Session Type

- SAL MGT** Sales Management
- SAP REP** Sales Representative
- TECH** Technical
- TECH-INT** Technical - Intermediate
- TECH-ADV** Technical - Advanced

- PRO EXEC** Professional Services Executive
- MKT OPS** Marketing/Business Development Operations
- PRA** Practice Manager

Areas of Interest

- C** Commercial
- EN** Enterprise
- F** Federal
- H** Healthcare
- S** SMB
- ED** SLED

Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

12:30pm - 1:30pm

EUC1305: Protecting VMware View with vCloud Networking and Security

Session Identifiers: **EUC, TECH, C, EN, F, H, ED, S**

Speaker(s): Mark Benson, VMware, Inc., Rob Randell, VMware, Inc.

VMware View Virtual desktops can do many things for your organization from an efficiency and cost perspective, but one benefit that often goes overlooked is how it can benefit an organization from a security perspective because it allows you to apply datacenter type security concepts to the desktop. Not to mention you have the ability to leverage virtualized networking and security solutions to provide security in new and innovative ways that are just not possible, manageable, scalable, or cost effective in a physical environment. In this talk we will explore how the VMware vCloud Networking and Security Suite can be leveraged to provide unique protections to your virtual desktop environment, manage access to resources of users, and protect the VMware View environment.

12:30pm - 1:30pm

EUC1382: Tackling BYOD and Workplace Mobility with the VMware View Mobile Secure Desktop

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Courtney Burry, VMware, Inc., Rory Clements, VMware, Inc.

Today, over 60% of enterprise customers and 85% of SMB customers are trying to tackle BYOD initiatives. However they are finding that doing so in a physical compute environment is presenting significant challenges when it comes to securing data, managing end users and containing costs. As a result many IT organizations are now turning to desktop virtualization to address these challenges. VMware has recently announced the VMware View Mobile Secure Desktop that looks holistically at solving these challenges and ensuring that customers have fully tested and validated building blocks that can be quickly deployed in their environments. In this session we will look at the new VMware "mobile secure desktop" -what it is, how to sell this, why it matters, what technology partners have also validated this with us and how you can leverage in your accounts to help accelerate deployments. We will also look at a customer case study as part of this discussion.

12:30pm - 1:30pm

EUC1450: Winning the SMB Market with Zimbra Email and Collaboration

Session Identifiers: **EUC, MKT, C, S**

Speaker(s): Jon Dybik, VMware, Inc., Jing To, VMware, Inc.

Support is expiring for popular legacy email solutions and many businesses are looking for alternatives within the next 6 months. Microsoft is no longer the number choice for small businesses with the announcement for the end of life of Small Business Server (SBS), forcing small businesses to move to the cloud or requiring a larger investment to stay with an on premise solution. Zimbra is the only email and collaboration solution that comes as a software virtual appliance and provides the best web based experience that is also available as an offline client. Join us to see a demo of the new Zimbra 8 product, how Zimbra provides the best pricing and TCO compared to competitors and learn how to drive a successful SMB sales campaign with a cost-effective business solution that is easy to use and manage.

12:30pm - 1:30pm

EUC1570: Building Your End User Computing Business

Session Identifiers: **EUC, PRAC, C, EN, F, H, ED, S**

Speaker(s): Trisha McCanna, VMware, Inc.

The entire industry is talking about workforce mobility and the market potential that will be realized over the next few years. Attend this session to learn the steps to jumpstart your End User Computing practice so you can grab your piece of the pie. This session will provide an overview of VMware End User Computing Solutions and how you can build a your own workforce mobility practice in 5 easy steps. Get an overview of the most up to date VMware programs and tools you need to be successful, from building your team to closing deals, and accelerate your VMware End User Computing pipeline.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
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- TEX** Technology Exchange
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Session Type

- SAL MGT** Sales Management
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Areas of Interest

- C** Commercial
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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

12:30pm - 1:30pm

▲ MGT1203: How to Demo to Win with vCenter Operations Management (for Tech Pre-sales)

Session Identifiers: **MNG, TECH-INT, EN, H**
 Speaker(s): Al Grandville, VMware, Inc.

Learn how to demo vCenter Operations Management by telling a compelling story illustrated with real customer examples. You will also learn how to customize your demo, respond to common questions, and set landmines for the competition. This session will include a live demo and NEW tools and resources to make demoing easier.

12:30pm - 1:30pm

▲ MGT1475: Advanced Topics: Troubleshooting Using vCenter Operations Manager (Part 1)

Session Identifiers: **MNG, TECH-ADV, C, EN, F, H**
 Speaker(s): Bill Amirault, VMware, Inc., David Overbeek, VMware, Inc.

This session will cover the most common troubleshooting scenarios and illustrate new functionality in vCenter Operations Management Suite 5.6 can help address them. We will examine use cases around performance degradation, capacity constraints, configuration and compliance.

12:30pm - 1:30pm

PD0001: The Perfect Pitch

Session Identifiers: **PD**
 Speaker(s): Tom Sant, Hyde Park Partners

How to deliver a corporate capabilities presentation that engages the customer and opens deep conversations. Most of these pitches are focused on the vendor and follow a predictable pattern: our history, our capabilities, our vision, our values, our people, me, me, me. That doesn't work. HPP shows how to change that up so the presentation starts by engaging the customer then delves into their business situation as a lead in to discussing the technology they need. This isn't a presentation skills program. Rather, it focuses on the kind of message and how to organize it.

12:30pm - 1:30pm

● SPO2323: Dell and VMware: VDI Game Changer for Our Channel Partners

Session Identifiers: **SPO, SAL MGT, C, F, H, ED, S**
 Speaker(s): Maryam Alexandrian, Dell Inc.

Need simple, fast and highly profitable VDI deployments for your customers? Struggling to find the best VDI solutions for small and mid-sized companies? Come learn about Dell's converged infrastructure solutions and the exciting new partnership with VMware, both of which can help grow your business. Dell and VMware will provide an overview of their end-to-end solutions and the strategic program the two companies are announcing at PEX, and explain how these benefit the channel community.

The session will include an overview of:

- The launch of E2E validated solution bundles with Dell's new Active Infrastructure
- The uniqueness of the offerings, which include the Dell Channel Partner Advisor Tool and the View Configuration Tool - to simplify and accelerate View deployments
- Partner enablement programs such as channel incentives, bundles, joint training, joint marketing, et al. designed to make our partners successful

12:30pm - 1:30pm

● TEX1528: Healthcare Imaging Applications on Steroids

Session Identifiers: **TEX, TECH-INT, C, EN, F, H, ED**
 Speaker(s): Raymond Milot, VMware, Inc.

This session provides information on some of the challenges facing PACS (Picture Archiving and Communication System) and RIS (Radiology Information System) end-users in the healthcare space and how VMware ThinApp and VMware View can help to address them. It is readily apparent that healthcare providers need a better desktop solution to address the ever-changing requirements of radiology professionals, including x-ray technicians, referring physicians, as well as radiologists. Some of the challenges include:

- Inconsistent desktop experience of existing systems, particularly among users who use multiple machines during the course of the day. Multiple logins, different hardware configurations and user experience in the clinic and at home, limited tablet/iPad access options, all contribute to user frustration.
- Cost of managing the desktop environment. In addition to replacing hardware every 2-4 years, managing multiple machines for users due to OS incompatibility can dramatically increase the cost of

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
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- MGT** Management

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- TEX** Technology Exchange
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Session Type

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Areas of Interest

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managing the desktop environment for end users. • Downtime is a huge concern in the radiology space. Maintaining a “dark” inventory of desktop machines is not a viable solution, and “ghosting” or “imaging” of new desktops still results in downtime. Also, desktop hardware and software refreshes usually requires some downtime and can be a challenging endeavor to carry out in larger organizations. In this session, we discuss these challenges and present a strategy that helps address these issues utilizing an architecture that includes VMware ThinApp and View for PACS/RIS client access, which supports the needs of end users and makes it easier for IT staff to manage applications and desktop environments.

12:30pm - 1:30pm

● ■ ▲ **TEX1942: Overview of VMware Ecosystem Engineering Programs and Service Offerings**

Session Identifiers: **TEX, TECH, EN**
 Speaker(s): Joe Taylor, VMware, Inc.

As a partner with VMware, your company benefits from market leading technology integration opportunities. In this session, come learn about the comprehensive set of VMware Ecosystem Engineering programs, service offering and tools that are provided to help partners develop and deliver joint solutions. These offerings facilitate quick access to a rich set of cloud infrastructure SDK’s (software development kits) and technical resources to enable robust management of a virtualized infrastructure. Specifically, this session will go in detail on what certification programs are available for TAP partners and how to quickly join them. Details and success stories will be shared on EE service offerings for custom engineering and for additional training opportunities. Finally, the session will preview the upcoming developer’s center website

12:30pm - 1:30pm

● ■ **VPN1340: Accelerate Your Business and Increase Profitability: Leveraging VMware’s Partner Programs**

Session Identifiers: **VPN, SAL REP, C, EN, F, H, ED, S**
 Speaker(s): Dawn Lindsey, VMware, Inc., Michelle Van Winkle, VMware, Inc.

Is your organization taking full advantage of leveraging our VMware’s award-winning VMware Partner Network (VPN) Program (VPN)? If you’re not sure, then this session is a

must. From the latest on rewards and incentives available to insights shared by partners Paragon Micro and Sequel Data Systems, this dynamic, interactive discussion promises to have you walking out ready to sell more and profit more.

12:30pm - 1:30pm

■ **VPN1352: VMware Renewals: Leveraging Your Customer Base**

Session Identifiers: **VPN, SAL REP, C, EN, F, H, ED, S**
 Speaker(s): Bryan Cox, VMware, Inc.

Attend this session to hear about operational improvements to the renewals process, review the 2013 roadmap and discuss specific ways to leverage your existing customer base to maximize revenue. Renewals is a key part of the overall health of your business so come and join the post-presentation discussion and walk away with a plan to optimize.

12:30pm - 1:30pm

● **VPN1453: VMW or MSFT for SMB?**

Session Identifiers: **VPN, PRAC, C, S**
 Speaker(s): Eric Horschman, VMware Inc., Chris Waldo, VMware, Inc.

That’s an easy one – VMware of course. Eric Horschman, Product Marketing Director at VMware and Chris Waldo, Director of Global SMB Channel Marketing, will show you why. See how VMware solutions are not only a better fit for the needs of small and mid-market customers, but also how VMware’s partner program will put more money in your pocket. We’ll also share strategies for activating your VMware Partnership to optimize results – so don’t miss this session.

2:00pm - 3:00pm

■ ▲ **CAS1843: Building Big Data Applications Services for Private Clouds**

Session Identifiers: **VCAS, TECH-ADV, EN, F, H, ED**
 Speaker(s): Richard McDougall, VMware, Inc.

The demand for big data is at the center of many of our customers’ minds. Although Hadoop has been the focal point of the big data conversation, it is only a component of the many frameworks and tools that will be required to replace traditional databases to

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

manage the volume and scale of information our clients demand. Richard McDougall will give you VMware's perspective on big data, and some of the solutions we and others across the industry are working on to extract those applications out to make them work on your platform. He will address the problems we will need to solve in order to optimize big data applications, like breaking down the wall between operational and analytic data sources and building solutions based your customers' needs. Richard will highlight a few successful big data architectures he sees today and prepare you for the next generation big data applications we can expect to see in 2013 and beyond.

2:00pm – 3:00pm

■ C11095: VMware Validated Architectures (VVA) - Technical Walkthrough

Session Identifiers: **CAS, TECH, EN, F, H, ED**

Speaker(s): John Arrasjid, VMware, Inc., Emad Benjamin, VMware, Inc.

This session will discuss the series of VMware Validated Architectures designed to help partners in a solutions based sales opportunity. vCAT and vFRA are both reference architectures for the cloud infrastructure and cloud application platform respectively.

2:00pm – 3:00pm

● ■ ▲ C11148: vSphere Data Protection - What's New

Session Identifiers: **CAS, SAL REP, C, S**

Speaker(s): Mauricio Barra, VMware, Inc.

With vSphere 5.1 VMware introduced vSphere Data Protection, an entirely new backup solution designed for SMB environments and powered industry leading EMC Avamar technology. In this session we will present how VMware is increasing the value proposition of its virtualization platform with this enhanced backup feature. We will also share interesting news on VMware's plans for new enhanced data protection capabilities that will enable partners to address the needs of mid-size customers and to capture more of the large market opportunity for backup of virtual environments.

2:00pm – 3:00pm

● ■ ▲ C11175: How to Deliver DR, Security, and Management in Virtualizing Business Critical Applications

Session Identifiers: **CAS, TECH, C, EN, F, H, ED, S**

Speaker(s): Alex Fontana, VMware, Inc., Rob Randell, VMware, Inc.

When it comes to virtualizing the most critical of workloads there is a requirement to maintain the same levels of availability, security and management as is available in native deployments. An inherent downside to native deployments of business critical applications is the overhead involved in managing complex architectures consisting of multiple vendor tools and solutions. The key is to have a solution for Business Critical Applications offering integrated and automated security, monitoring, and business continuity and disaster recovery capabilities. In this session we will discuss a solution stack that includes VMware vSphere, vCenter Site Recovery Manager, VMware vCloud Networking and Security, and vCenter Operations Manager. This solution provides a single integrated solution stack to fulfill the requirements of the most critical workloads while simplifying and reducing complexity. Attendees will learn how the solution stack components come together to meet the demanding requirements of business critical applications. We will introduce a reference architecture example including design considerations, and show how our partner architects and planners can leverage this architecture to guide them in deploying this solution set in their customer environments.

2:00pm – 3:00pm

● C11297: vSphere - Technical Advantages Over Competition

Session Identifiers: **CAS, TECH, C, EN, F, H, ED, S**

Speaker(s): Randy Curry, VMware, Inc.

VMware competitors continue to claim advantages for their products over vSphere and vCloud Director. This session provides specific technical examples that will allow you to clearly explain why VMware is a superior solution for your customers. Going beyond marketing data sheets, see findings based on comprehensive hands-on evaluations as well as independent performance testing of competing server virtualization products like Microsoft Hyper-V and Red Hat KVM that show how vSphere has kept its substantial lead. Following this session, you will be able convincingly explain to technically-oriented customers that VMware is the right choice.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

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Areas of Interest

- C** Commercial
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Breakout Sessions:

Tuesday, February 26

Wednesday, February 27

Thursday, February 28

2:00pm – 3:00pm

● **CI2007: Expanding Your vSphere Business - Selling vSphere with Operations Management**

Session Identifiers: **CAS, PRAC, C, EN, F, ED, S**

Speaker(s): Michael Adams, VMware, Inc.

The idea of a managed vSphere environment is making more and more sense all the way from the SMB to the largest enterprise. The management of more and more virtual machines coming online is the next challenge most users face. In this session VMware will walk through the key benefits and upsell strategies for combining the virtualization platform with health, performance and capacity information coming from vCenter Operations. Jump start your sales in 2013 by selling vSphere with Operations Management.

2:00pm – 3:00pm

■ **EUC1167: Validated Mobile Secure Desktop Solution Architecture**

Session Identifiers: **EUC, TECH-INT, EN, F, H**

Speaker(s): Manrat Chobchuen, VMware, Inc., Rory Clements, VMware, Inc.

Today, over 60% of enterprise customers and 85% of SMB customers are trying to tackle BYOD initiatives. However they are finding that doing so in a physical compute environment is presenting significant challenges when it comes to securing data, managing end users and containing costs. As a result many IT organizations are now turning to desktop virtualization to address these challenges.

VMware has recently announced the VMware View Mobile Secure Desktop that looks holistically at solving these challenges and ensuring that customers have fully tested and validated building blocks that can be quickly deployed in their environments.

In this session we will look at the new VMware mobile secure desktop - what it is, how to architect it, and what technology partners have also validated this with us and how you can leverage in your accounts to help accelerate deployments.

2:00pm – 3:00pm

■ ▲ **EUC1222: What's New in VMware View**

Session Identifiers: **EUC, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Robert Baesman, VMware, Inc., Andre Leibovici, VMware, Inc.

VMware View brings a number great new features and technical improvements to VMware's flagship VDI solution. This session will review all the new capabilities of the release, and provide guidance on how these capabilities will improve user experience, simplify management and reduce TCO for customers.

2:00pm – 3:00pm

● ■ **EUC1257: AlwaysOn Desktop Solution**

Session Identifiers: **EUC, TECH, F, H**

Speaker(s): Tisa Murdock, VMware, Inc., Muthu Somasundaram, VMware, Inc.

Industries such as Healthcare, Government, First Responders and Financial Services demand immediate and constant access to desktops and applications to do their jobs. The VMware AlwaysOn Desktop solution provides continuous availability of virtual desktops and applications across devices, locations and networks. The solution is an active-active configuration with built-in redundancy. In this session, you will learn how to: - Design, architect and implement a highly-available desktop solution - Key components of the solution - Best practices for an efficient architecture.

2:00pm – 3:00pm

■ ▲ **EUC1321: Hosted Desktops on High-Performance NFS Storage**

Session Identifiers: **EUC, TECH-ADV, C, EN, F, H, ED, S**

Speaker(s): Tristan Todd, VMware, Inc., Rex Walters, Tintri

Make High-Performance NFS Storage part of your VDI Design & delight your users and your stakeholders! NFS storage offers amazing cost, simplicity, scalability, and performance benefits in a VDI environment. This session will include technical detail, technical demonstrations, and a few customer case-studies.

Session Identifier Key

Expertise Levels

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- Intermediate
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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

2:00pm – 3:00pm

EUC1386: Growing your EUC Business with Validated Branch Office Solutions

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Courtney Burry, VMware, Inc., Tommy Walker, VMware, Inc.

To address the more than 11 million branch offices worldwide, VMware has validated a new Branch Office Desktop Solution that leverages VMware View and VMware Mirage along with other Technology Partner technologies. This solution is designed to ensure that end users in the branch have LAN-like performance with fast application response times while ensuring that IT can centrally manage images and employees across distributed locations. In this session we will look at the VMware Branch Office Desktop solution and discuss selling best practices and how you can leverage this solution to grow your business.

2:00pm – 3:00pm

EUC2100: Monetizing the End User Computing Vision

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Betty Junod, VMware, Inc.

Customers today are trying to plan for the growing demands to manage and secure multiple devices across various mobile and desktop operating systems. With these new workplace mobility demands organizations lack a clear path for transforming their legacy desktop strategy to conform to today's demand for BYOD, mobile applications, and rapidly changing landscape.

Attend this session to learn how you can lead the conversation with your customers by identifying the problems they face, the business challenges that they are trying to solve and delivering value to your customers with VMware End User Computing Solutions.

2:00pm – 3:00pm

ITT1096: The Changing IT Operations Landscape Creates New Business Opportunity For Partners

Session Identifiers: **ITT, PRO, C, EN, F, H**

Speaker(s): Ed Hoppitt, VMware, Inc.

As customers start to build their private and hybrid clouds our attention needs to turn to the processes and governance that people use to deliver those services - the area traditionally known as Service Management. Herein lies a significant opportunity that this session will explore and seek to define, to educate partners on how and where Cloud Operations can create revenue pull-through for Partners seeking to assist their customers with their IT transformation to ensure that they get best value from their Cloud investments. How can partners engage with their customers to support transformation, increasing customer satisfaction, increasing revenue and increasing margins. Why do customers need to think about their operations - isn't this all about technology ? As a previous Global Partner of VMware, and a customer of VMware who has recently joined Accelerate Advisory Services I can give a real-world experience overview of the challenges customers are experiencing and how partners are uniquely placed to help address them.

2:00pm – 3:00pm

MGT1128: IT Business Management: Selling into the C-Suite

Session Identifiers: **MNG, Executive, C, EN, F, H, ED**

Speaker(s): Joshua Lory, VMware, Inc.

Please join us as we cover why Running IT Like a Business with VMware ITBM is such a great market and offering to be involved with. This session will cover why the emerging multi-billion USD IT Financial Management space is so hot, how cost transparency helps elevate IT executive relationships, how customers and existing partners have achieved success, and how you can get involved and profit from that involvement! If you want to deeply engage with top IT executives, implement a solution they use to make fiscally responsible decisions with quantifiable, factual data, help your customers transform IT to become brokers of IT services instead of cost centers – Don't miss us cover VMware's ITBM Suite and how it changes the game for IT.

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PD0002: The Science of PersuasionSession Identifiers: **PD**

Speaker(s): Tom Sant, Hyde Park Partners

How the human brain processes content to make a decision and what that tells us about the way we need to speak and write. This is based on recent research in the field of brain science and neurolinguistics.

2:00pm – 3:00pm

SPO2066: EMC Three Paths to the Cloud - Choice Without CompromiseSession Identifiers: **SPO, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Leonard Iventosch, EMC Corporation

IT is at a tipping point. Companies are spending over 70% of their IT budgets on maintenance, leaving little room for innovation. IT departments are under pressure to drive maximum IT efficiency and to increase IT agility. IT is being required to transform itself from being responsive to helping drive competitive advantage for the business. This is a great opportunity for EMC and VMware partners to become the trusted advisors for customers and lead their IT transformation.

Join Leonard Iventosch, VP, Americas Channel Sales, to learn how you can solve your customer's pain points and capture more cloud opportunities with EMC in 2013. With customer choice in mind, EMC supports three paths to the cloud. EMC offers you the most choice, flexibility and simplicity in the industry to implement cloud solutions - combining best-of-breed components, VSPEX reference architectures or a converged infrastructure from VCE. Both VSPEX and VCE VBlock leverage VMware and remove the complexity and risk from the equation to enable customers to more quickly realize the benefits of a cloud solution.

This session will also highlight the benefits of being an EMC Velocity Partner, why it's never been better to Partner with EMC, the value EMC and VMware provide our mutual Partners and real-world success stories that illustrate how Partners leveraged EMC's cloud offerings to transform their customer's IT infrastructure and deliver unprecedented business innovation and differentiation.



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- Partner Education & Solution Provider Level Uplift Support
- Dedicated VMware Sales & Partner Development Staff of 50+
- Joint Partner Marketing Campaigns and Support

Contact the VMware Government Team at Carahsoft to help you find, register, and close deals within the government market.

As a top ranked GSA Schedule Contract holder, Carahsoft works with our dedicated VMware Partners to support the Federal Government, State & Local Government, Higher Education, and Federal Systems Integrators.

For more information, please contact us: Toll free: 888-6VMWARE Email: vmware@carahsoft.com

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GSA Schedule No. GS-35F-0131R & GS-35F-0119Y • SmartBuy/ESI BPA No. W91QUZ-09-A-0003

Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

2:00pm – 3:00pm

● ■ ▲ **TEX1087: VMware View Reference Architecture**

Session Identifiers: **TEX, TECH-INT, C, EN, F, H, ED, S**
 Speaker(s): Mac Binesh, VMware, Inc.

Watch TEX1087 Session promo video now!
http://www.youtube.com/watch?v=701tIQiH47M&list=PLyvVoSyLQbEPO_HSfXRhTqwrvdOFIfM47
 Right click on the link to launch video in new tab or window.

This session provides a review of the View Reference Architecture - a validated virtual desktop solution with datacenter infrastructure including desktop hardware, networking hardware and storage infrastructure. Validation for the VMware View Reference Architecture was performed at scale in a lab environment simulating concurrent user virtual desktop environment, executing a realistic desktop workload. Included in this session is a description of the test environment and equipment, samples of actual test results and the user profile description. With validated architectures, customers can have confidence that a virtual desktop environment can be efficiently implemented and that it will perform as expected.

2:00pm – 3:00pm

● **TEX1292: Virtualizing Business Critical Real-Time Unified Communication Applications**

Session Identifiers: **TEX, SAL MGT, EN, F, H, ED**
 Speaker(s): Robert Campbell, VMware, Inc.

Unified Communications: Contact Center, Messaging, Presence, Voice/Soft-phones, Video Conferencing and more! This session is a must for VMware Channel Partners specializing in Business Critical Applications, Real-Time deployments, Unified Communication practices, disaster recovery and/or hosting. Historically the Data Center and Telco environments have been managed separately in silo's with separate budgets, separate resources, spotty high availability and disaster recovery solutions. As virtualization and the cloud become mainstream, there has been plenty of speculation as to when, or even if, real-time applications like mission critical voice would ever be virtualizable. This session will bring you up to speed on the progress that has been made in this space with large UC vendors like Avaya, Mitel, Siemens and Vidyo with a clear glimpse of what's to come in the near future. From vApps to vMotion to SRM to Cloud, UC is finally in the Data Center!

Session Identifier Key

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2:00pm – 3:00pm

● ■ ▲ **TEX1389: End User Computing: Putting the Pieces Together**

Session Identifiers: **TEX, TECH, C, EN, F, H, ED, S**
 Speaker(s): Stephane Asselin, VMware, Inc., Jared Cook, VMware, Inc.

This session will help partners effectively integrate key EUC products and services to form a scalable, enterprise-class end-to-end EUC solution. VMware's EUC architects will share their experiences on how they put together the pieces and parts of VMware's EUC portfolio of products and services to build enterprise solutions for end user computing.

2:00pm – 3:00pm

● ■ ▲ **VPN1300: VMware Partner Rewards**

Session Identifiers: **VPN, SAL MGT, C, EN, H, ED, S**
 Speaker(s): Allyce Mardesich, VMware, Inc.

This session will cover VMware's Partner Rewards, incentive and investment programs. Learn how you can increase your profitability when selling VMware by taking advantage of our entire incentive portfolio. The main topics covered will include: Opportunity Registration, Rebates, and MDF. The session aims to familiarize Solution Providers with VMware's incentive programs, provide an overview of how Partners can increase their profitability when they sell VMware solutions, and help Partners navigate resources available if they need assistance.

3:30pm – 5:30pm

■ ▲ **MGT1841: Advanced Topics: Tips and Tricks for Customizing VC Ops Dashboards and Implementing 3rd Party Adapters (Part 2)**

Session Identifiers: **MNG, TECH, C, EN, F, H, ED**
 Speaker(s): Bill Amirault, VMware, Inc., David Overbeek, VMware, Inc.

vCenter Operations Manager, a key component of the vCloud Suite Advanced and Enterprise Editions, can be easily customized to feature role-based dashboards and incorporate third party data. This session is a must for presales technical and post sales experts who are looking to increase deal velocity and drive services margins.

Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

3:30pm - 4:30pm

CAS1170: vFabric Products and Services: 3 Crucial Strategies that Help SI's WIN in the Cloud Application Platform

Session Identifiers: **VCAS, PRO, EN, F, H, ED**
 Speaker(s): Al Sargent, VMware, Inc.

Competitive organizations demand IT leaders accelerate their ability to develop new applications and quickly deploy them while reducing costs at the same time. IDC advises 67% of IT managers have indicated a top benefit received from the cloud and the cloud application platform is the ability to rapidly introduce new products. With this in mind, this session will provide 3 crucial strategies SI's must apply to help customers achieve their rapid execution goals and in turn, help SI's grow revenue across the cloud application platform. We'll share the latest vFabric Products and Services and fresh insights for meeting CIO demands while undercutting the competition and expanding your cloud application platform success.

3:30pm - 4:30pm

CI1112: Virtualization 101

Session Identifiers: **CAS, SAL REP, C, EN, S**
 Speaker(s): Sandy Chu, VMware, Inc.

Learn about VMware's industry leading virtualization platform and why vSphere is the proven hypervisor foundation for building a Software Defined Datacenter for the cloud. Gain a fundamental understanding of VMware's virtualization technology. Quickly learn the talking points for why vSphere is the best virtualization platform. Understand how the different vSphere components work together to help customers build out their virtualization platform.

3:30pm - 4:30pm

CI1123: Site Recovery Manager - How to Sell Disaster Recovery

Session Identifiers: **CAS, SAL REP, C, EN, F, H, ED, S**
 Speaker(s): Gaetan Castelein, VMware, Inc.

BCDR is the single most important driver for virtualization, ranking ahead of consolidation and cost savings in customer surveys. In this session, we will present an overview of the latest changes to vSphere and vCenter Site Recovery Manager enabling partners to expand disaster recovery protection in existing accounts and acquire more customers. We will discuss the inclusion of vSphere Replication in vSphere as an opportunity to sell incremental software and services. We will also cover the latest licensing changes ranging from new packaging for Enterprises to new opportunities addressing the needs of SMBs, including DR to the Cloud services with SRM and vSphere Replication.

3:30pm - 4:30pm

CI1127: vSphere Data Protection - Technical Deep Dive

Session Identifiers: **CAS, TECH, C, ED, S**
 Speaker(s): Jeff Hunter, VMware, Inc.

As the session title suggests, this a technical deep dive on VMware vSphere Data Protection (VDP), the new backup and recovery solution introduced with VMware vSphere 5.1. Details include: How VDP is deployed and configured, how it works, and recommendations for successful backup and recovery of VMware virtual machines using VDP.

3:30pm - 4:30pm

CI1230: vSphere - Ask the Experts Panel

Session Identifiers: **CAS, TECH, C, EN, F, H, ED, S**
 Speaker(s): Michael Adams, VMware, Inc., Rory Choudhuri, VMware, Inc., Jim Senicka, VMware, Inc.

Got questions on vSphere? VMware has the answers. Join this group session that allows you to pose questions to some of VMware's best technical, marketing, and sales experts. Don't go into 2013 without getting all the details that you need around the world's #1 virtualization platform for the cloud.

Session Identifier Key

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3:30pm – 4:30pm

▲ CI1510: Security in Software-defined Datacenter - with Justin Dolly, VMware CISO

Session Identifiers: **CAS, SAL REP, EN, F, H, ED**

Speaker(s): Dean Coza, VMware, Inc.

Software Defined Security transforms the way we think about security in the Datacenter, improving SLAs, reducing costs and enabling on demand security for on demand VMs. The goal of this technically-oriented session is to detail how to implement software-defined security using vCloud Networking and Security (formerly vShield App and Edge). In this session, you will learn how to protect virtual datacenters from external threats, secure applications and data from inter-virtual machine attacks, and protect guest virtual machines from malware attacks. In addition, this session will provide a sneak-peak of some of the new features in development that will transform security operations from rigid and complex to agile and policy automated. Attend this session to become a strategic advisor in your customer base today.

3:30pm – 4:30pm

▲ EUC1209: vCOPs for View Technical Preview

Session Identifiers: **EUC, TECH-ADV, EN**

Speaker(s): Justin Venezia, VMware, Inc., David Wooten, VMware, Inc.

vCOPs for View offers significantly expanded facilities for View operations management. Scalability and multiple instance support (pods, datacenters, tenants, etc.) received particular attention. This session provides a technical preview of new features, the results of both the customer Beta and internal lab testing, and in-process field enablement deliverables (i.e. Reference Architecture, Evaluation Guides, etc.) .

3:30pm – 4:30pm

● ■ ▲ EUC1393: Architecting and Deploying Branch Office Solutions

Session Identifiers: **EUC, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Marilyn Basanta, VMware, Inc., Tommy Walker, VMware, Inc.

Branch offices and distributed computing account for some of the largest opportunities within EUC, learn how VMware and our partners are providing solutions to enable the demands of the branch office while keeping costs low and administration centralized. With our latest products and innovative options from partners we now provide compute resources when and where we need them while management remains centralized. This slight paradigm shift for end user workloads removes the traditional hurdles of WAN outages and distributed management while providing a robust experience for users.

3:30pm – 4:30pm

● ■ ITT1524: VMware’s Journey Story: How Partners Can Build on the Story to Drive Business in 2013

Session Identifiers: **ITT, PRO, C, EN, F, H**

Speaker(s): Mike Hulme, VMware, Inc., Kevin Lees, VMware, Inc.

New cloud-based service models are enabling powerful innovation across a wide range of company sizes and industries. To achieve success with new capabilities, IT organizations need to make solid technical decisions. But they also need to evolve skills, standard operating procedures, organizational structures, and update financial measurement of IT. Some IT organizations are struggling to bring order to the line of business decisions that result in adoption of new SaaS applications and cloud solution platforms. Other organizations, however, have refined the way they deliver IT services and have become a true source of innovation for their business. This session outlines the path that successful enterprises have followed to proactively mature the way they build, run, staff and measure the impact of a cloud environment. Included in this session will be specific guidance on how to rise above the reactive nature of IT to leverage cloud for strategic differentiation and business innovation. Attend this session to review real-world feedback from VMware enterprise and global service provider customers, and gain insight from their transformation journeys.

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● ■ ▲ MGT1860: Cloud Management: A Critical Component of the Software Defined Data Center

Session Identifiers: **MNG, SAL MGT, C, EN, F, H, ED**

Speaker(s): Rob Smoot, VMware, Inc., Bernard Laroche, VMware Inc.

Cloud computing has brought a new responsibility to IT. Instead of being solely a builder of services, IT now has to be a broker of services and infrastructure capacity sourced either internally or rented from multiple external resources. As they source and provision services from these different options, IT organizations must balance a number of critical, sometimes conflicting, criteria including security, compliance, and cost.

VMware is delivering a new approach to management. VMware's cloud management solutions are built for dynamic, software-defined cloud infrastructure - simplifying operations, increasing business agility and reducing costs.

3:30pm - 4:30pm

PD0003: Social Media 101: Reaching Your Audience

Session Identifiers: **PD**

Speaker(s): Alexandra Krasne, Channel Maven Consulting

Whether your goal is to build a thriving community or market your products and services, this session will teach you tips to ensure that your audience is listening. Social Media 101, led by award winning social media expert Alexandra Krasne from Channel Maven Consulting, will help you get up and running with your social media program, including how to use Twitter, LinkedIn, Google+, Facebook, and a number of other mediums. In addition, you'll learn how to find your audience and customize messages for them so you can build an engaged community. And finally, you'll learn how to generate basic metrics reports and measure success.

Social media is a powerful way to learn, adjust, and act quickly to change course and turn so-so campaigns into a wild success. Join this session to get your social media efforts off the ground.

3:30pm - 4:30pm

■ SPO2068: Seeing through the Clouds: HP ProLiant Servers, Virtual Connect and Storage Management for VMware vSphere

Session Identifiers: **SPO, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Steeve Daigle, Hewlett Packard, Eric Siebert, Hewlett Packard

There's more to managing vSphere and vCloud environments than managing just the virtual side of server or storage environments. To effectively manage a virtualized infrastructure using vCenter Server you need to have visibility into both the virtual side and the physical side of your vSphere environment. HP Insight Control for VMware vCenter Server fully integrates HP's management ecosystem into VMware vCenter, merging together VMware vCenter, the console of choice for VMware administrator, with powerful capabilities such as proactive monitoring, remote management and provisioning of HP server, networking and storage. In the first part of this session we will look at how the right level of integration in vCenter that spans your servers, networks and storage can accelerate vSphere deployments and reduce management costs. Then we will lead into a technical architecture review of the storage layer in vSphere and the how the right storage architecture can leverage VMware vStorage APIs to improve storage performance and scalability. We will detail specific HP 3PAR StoreServ integration with vSphere and provide proven results of the benefits that the vStorage APIs provide. Finally we will look at how you can use HP management solutions to elevate these infrastructure pieces to create an integrated cloud environments built on HP CloudSystem and VMware vCloud.

3:30pm - 4:30pm

● ■ ▲ SPO2307: Storage Designed for the Software Defined Data Center (SDDC)

Session Identifiers: **SPO, TECH, C, EN, F, H, ED, S**

Speaker(s): Vaughn Stewart, NetApp, Inc

Customers are facing the daunting challenges of managing explosive data growth while responding to rising expectations of moving to cloud architectures. Concerns about scalability, service levels, and infrastructure costs all inhibit adoption. VMware and NetApp provide new dynamic capabilities through the Software Defined Data Center (SDDC) powered by the vCloud Suite and clustered Data ONTAP. The SDDC enables an agile infrastructure that is designed specifically to deliver the goals of cloud computing.

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NetApp's software-defined storage infrastructure incorporates Flash technologies that span from array to host to accelerate the SDDC, storage efficiency, continuous availability, storage automation, and integration with applications and VMware's vCloud Suite. This session will include technical details on NetApp's agile data infrastructure and demos showing how it enables non-disruptive operations, storage savings, rapid provisioning, and use of vCloud in an actual customer environment. Learn how VMware and NetApp address customer challenges and make the SDDC a reality!

3:30pm - 4:30pm

■ TEX1132: Big Data, Information Integration and Virtualization: Can They Coexist?

Session Identifiers: **TEX, PRO, EN, F, H, ED**

Speaker(s): Kevin Leong, VMware, Inc., Justin Murray, VMware, Inc.

Watch TEX1132 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=E2DY_qUqUpU

Right click on the link to launch video in new tab or window.

As Big Data, Information Integration and virtualization move inexorably onward as major forces in the industry, then VMware's partners are uniquely positioned to bring the benefits of virtualization into the related worlds of Information Integration and Big Data. Firstly, we will describe some technical work we have done with a major partner on virtualizing the Information Integration tier. This is a prerequisite to having your data in a Big Data platform like Hadoop. Hadoop is the tool of choice for Big Data projects, but many enterprises lack the right expertise. The talk will then explore what work has been done to virtualize Hadoop successfully.

3:30pm - 4:30pm

■ TEX1138: vSphere 5.1 New Storage Features

Session Identifiers: **TEX, TECH-INT, C**

Speaker(s): Cormac Hogan, VMware, Inc.

This session will start with an overview of all major storage features in the vSphere 5.x platform. The session will then move on to introducing key storage capabilities in the vSphere 5.1 release. You will learn about the new enhancements made to storage in the vSphere Platform in release 5.1. There are a number of major enhancements ranging from

VMFS scalability options for View and vCloud Director, to new troubleshooting tools in the CLI. This session will give you an overview of all new storage features in the 5.1 release.

3:30pm - 4:30pm

■ ▲ TEX1960: Protecting VMware View with vCloud Networking and Security.

Session Identifiers: **TEX, TECH, C, EN, F, H, ED, S**

Speaker(s): Rob Randell, VMware, Inc.

Watch TEX1960 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=Vsc0Zv5TkOs

Right click on the link to launch video in new tab or window.

VMware View Virtual desktops can do many things for your organization from an efficiency and cost perspective, but one benefit that often goes overlooked is how it can benefit an organization from a security perspective because it allows you to apply datacenter type security concepts to the desktop. Not to mention you have the ability to leverage virtualized networking and security solutions to provide security in new and innovative ways that are just not possible, manageable, scalable, or cost effective in a physical environment. In this talk we will explore how the VMware vCloud Networking and Security Suite can be leveraged to provide unique protections to your virtual desktop environment, manage access to resources of users, and protect the VMware View environment.

3:30pm - 4:30pm

● VPN1299: Cloud Ignition: Enables Solution Providers to Sell Public and Hybrid vCloud Solutions Through Service Providers

Session Identifiers: **VPN, MKT, C, EN, S**

Speaker(s): Geoff Thompson, VMware, Inc.

Come learn about a new VMware program that will enable Solution Providers to effectively sell public and hybrid cloud services in partnership with VMware's vCloud Service Provider ecosystem. Account ownership, 3-way contracts, and compensation terms have proven problematic for effective partnerships in this fast-growing market. This session will release details of a program designed to bridge the gap between customer datacenter solutions and public IaaS. Business goals such as disaster recovery, geographical redundancy,

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
- VPN** VMware Partner Network

Session Type

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- TECH-INT** Technical - Intermediate
- TECH-ADV** Technical - Advanced

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- PRA** Practice Manager

Areas of Interest

- C** Commercial
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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

and managing high workload variance are driving public and hybrid cloud adoption. Technology decision makers shifting budgets to public clouds face challenges piecing together complete solutions to solve their business goals. These challenges create an opportunity for Solution Providers to increase revenue and customer engagement by incorporating public and hybrid vCloud solutions into their portfolio.

3:30pm - 4:30pm

VPN1451: VMware Partner Demand Generation Part 1: 2013 Marketing Programs Available to Help Drive Pipeline and Revenue

Session Identifiers: **VPN, MKT, C, EN, F, H, ED, S**

Speaker(s): Heddie Burton, VMware, Inc., Susan Watkins, VMware, Inc.

The VMware Global Partner Demand Generation Team will present an overview of its partner marketing programs available for 2013. Partners will learn about key offerings available that can help them to build out their annual marketing plans. Additionally, partners that attend this session will understand how best to co-brand and leverage VMware's main marketing initiatives, including email campaigns, website content syndication, social media and search marketing programs, and more. In addition to this session, we encourage partners to also attend the Workshop Session #1458 entitled Build your Annual Marketing Plan.

3:30pm - 4:30pm

VPN1508: Grow & Diversify Your Revenue with VMware Competencies

Session Identifiers: **VPN, PRAC, C, EN, F, H, ED, S**

Speaker(s): Robin Sudarsono Liong, VMware, Inc.

Do you want to grow and diversify your virtualization business? Do you want to lead your customers down your hybrid Cloud Computing path and capture the SDDC opportunity? The VMware Solution Competencies enable, recognize, and reward partners for doing just that. You will also hear from your partner peers on how they successfully take their Solution offering to the market leveraging the Competencies.

5:00pm - 6:00pm

CAS1484: Using DevOps Methods and VMware's Technology to Deliver Application Functionality with High Velocity and Predictability.

Session Identifiers: **VCAS, TECH-INT, EN, F, H, ED**

Speaker(s): John Funk, VMware, Inc.

A transformation is afoot in the way software is delivered into production. Organizations from lean startups to hundred year old manufacturers are joining the DevOps movement. DevOps is the convergence of Agile Development, Lean Manufacturing QA practices, and Cloud Operations to address the competitive pressure to deliver more application functionality faster and more predictably than ever before. In this session we'll discuss the foundation of DevOps methodologies and how VMware's cutting edge technology help you apply DevOps Practices increase the velocity of functionality you deliver to your customers.

Session Identifier Key

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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

5:00pm – 6:00pm

CAS2360: Unbreakable and Unlimited: Data Fabric in the Real World

Session Identifiers: **VCAS, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Guillermo Tantachuco, VMware, Inc., Michael Wood, VMware, Inc.

Today's applications are challenged like never before when it comes to scale and performance. Yes, horizontal scaling of the application tier solves part of the challenge, but what about the data? Mission critical data stores have become so large they have their own gravity - everything must orbit it! This leads to inflexibility and vulnerability - one giant single point of failure. How can we, as practitioners, escape the gravimetric pull of these data stores? Can we break the dependence on unwieldy data stores that slow innovation while maintaining consistency? Achieve escape velocity with VMware's fast data solutions and accelerate your business!

5:00pm – 6:00pm

C11144: vSphere - Upgrade Best Practices

Session Identifiers: **CAS, TECH, C, EN, F, H, ED, S**

Speaker(s): Kyle Gleed, VMware, Inc.

Upgrading to vSphere 5.1 can easily be done AND with no VM downtime. This session provides an overview of the vSphere upgrade philosophy, to include guidance on how to orchestrate the successful upgrade of your entire virtual infrastructure, to include vCenter Server, vSphere hosts, virtual machines, VMFS volumes, and Virtual Distributed Switches (VDS). Covers the deployment of the new vSphere 5.1 Single-Sign-On server, how to leverage rolling upgrades to facilitate vSphere host upgrades, and guidance on upgrading your virtual machines, VMFS volumes and Virtual Distributed Switches.

5:00pm – 6:00pm

C11244: vSphere Storage Appliance - What's New

Session Identifiers: **CAS, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Alberto Farronato, VMware, Inc., Rawlinson Rivera, VMware, Inc.

The cost and complexity of shared storage can prevent SMBs or ROBO environments from taking advantage of the full benefit of virtualization. VMware vSphere Storage Appliance

unlock the power of VMotion, HA and other high value features even without the need of a shared storage array by virtualizing the internal disk drives of your vSphere hosts. In this session we will provide an introduction of the vSphere Storage Appliance 5.1 with an overview of its new capabilities, we will discuss architecture and deployment scenarios for SMB and Remote Office / Branch Office (ROBO) sharing lessons learned from successful implementations. Lastly, we will share how to leverage vSphere Storage Appliance to drive incremental revenue opportunity in both large and small organizations.

5:00pm – 6:00pm

C11502: Selling IAAS with VMware vCloud Director

Session Identifiers: **CAS, SAL REP, EN, F, H, ED**

Speaker(s): Harry Smith, VMware, Inc.

Learn about the customer challenges that motivate interested in infrastructure-as-a-service and opportunities to upsell existing vSphere customers with VMware vCloud Director, a core component of VMware vCloud Suite.

5:00pm – 6:00pm

C11530: vCloud Network and Security - Deployment Examples

Session Identifiers: **CAS, SAL REP, EN, F, H, ED**

Speaker(s): Adina Simu, VMware, Inc.

Cloud computing promises to increase agility and change the economics of corporate IT. However, IT executives do not want these benefits to come at the expense of client confidence in their existing data centers. This session will present customer case studies for various usecases for vCloud Networking and Security. We will describe the architecture, customer experience, benefits, best practices, lessons learned and how partners can offer value added services in such scenarios. This session will include customer examples for implementing specific networking and security usecase, such as DMZ, policy-based automation in Software-defined security, and building secure private clouds with details of the network design. Attend this session to become a strategic advisor in your customer base today!

Session Identifier Key

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5:00pm – 6:00pm

● ■ ▲ **CI1546: Why A Partnership with VMware Is Better for the Success of Your Business**

Session Identifiers: **CAS, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Hareh Khatwani, VMware, Inc.

Help understand how partnering with VMware (vs. our competitors) makes sense from a profitability perspective

5:00pm – 6:00pm

■ **EUC1092: How to Win Healthcare Deals with Validated EUC Solutions from VMware**

Session Identifiers: **EUC, MKT, F, H, ED, S**

Speaker(s): Tisa Murdock, VMware, Inc.

A recent survey indicates a 44% growth rate for virtual desktop adoption for the Healthcare Industry in 2013. This astonishing growth rate is outpacing all other industries as healthcare transformation and reform become a reality.

The VMware AlwaysOn Point of Care Solution is a reliable, secure and validated platform for mobile delivery of patient-care applications in a variety of inpatient and outpatient settings; including ED, OR, bedside, or remote office.

Attend this session to learn how to position and sell this validated VMware end user computing solution to capitalize on the virtual desktop growth opportunity in 2013.

5:00pm – 6:00pm

● ■ ▲ **EUC1206: Leveraging the Business Value of VMware View Solution in Your Sales Cycle**

Session Identifiers: **EUC, SAL MGT, C, EN, F, H, ED, S**

Speaker(s): Ridwan Huq, VMware, Inc.

VMware View Virtual Desktop solution can provide significant cost savings and IT manageability improvements by consolidating a vast number of supported end points onto a centralized service providing platform. According to Enterprise Management Associates (EMA) primary research, 71% of organizations that have implemented desktop virtualization have seen real, measurable costs savings with roughly a 60% reduction in

hardware, software, and administration costs.

This session will cover the quantifiable business benefits of VMware View solution, and provide you a framework to build a solid business case for your View customers.

5:00pm – 6:00pm

■ ▲ **EUC1260: Horizon Workspace Deep Dive and Best Practices**

Session Identifiers: **EUC, TECH-ADV, EN, F, H, ED**

Speaker(s): Jared Cook, VMware, Inc., Andrew Johnson, VMware, Inc.

Come join us for a deeper look into Horizon Workspace. We will cover topics such as solution components, enterprise architecture, deployment best practices, etc.

5:00pm – 6:00pm

■ ▲ **EUC1309: Horizon Workspace - Architecture, Scale and Integration**

Session Identifiers: **EUC, TECH-INT, C, EN, F, H**

Speaker(s): Rasmus Jensen, VMware, Inc.

Horizon Workspace will be a key part of the VMware EUC portfolio and it brings along new type of product features and solutions that will require new best-practices and guidance in how to implement for the enterprise. This session will provide a brief overview of what Horizon Workspace is and then dive into the nuts and bolts of building out solutions based on the new features like Data and the core View integration as well. We will walk through the components that make up Horizon Workspace and look at examples on how to implement highly available setups and de-mystify things like idP, SAML 2.0 and API integration with Horizon Workspace. Horizon Workspace will also allows for partners to enable and integrate existing or new customer applications in the form of SAAS with SAML 2.0 authentication where examples of integration will be shown as well as discussing the APIs that allows for extending Horizon Workspace.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
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Breakout Sessions: **Tuesday, February 26** Wednesday, February 27 Thursday, February 28

5:00pm – 6:00pm

EUC1379: Technical Battleground: View vs. Citrix XenDesktop

Session Identifiers: **EUC, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Jia Dai, VMware, Inc., Fred Schimscheimer, VMware, Inc., Tommy Walker, VMware, Inc.

Both View and its competitor are ranked enterprise ready. But there are good reasons why the customers should choose View over its competitor. In this session, partners will learn what technical competitive messages they should send to the customers and how to advise them to make the right purchase decision to meet their IT demands. With features recently introduced in the latest version of View, and built on the best desktop virtualization platform, vSphere 5.1. View makes user experience better than ever and IT management easier than ever. Combined with the End User Computing vision, View provides a competitive stronghold in the market like no other. This session does a deep technical drilldown on View competitive advantages and provides answers to the hottest technical questions frequently raised during sales conversations.

5:00pm – 6:00pm

MGT1238: Selling vCenter Operations Management in Competitive Environments

Session Identifiers: **MNG, TECH, C, EN, F, H, ED, S**

Speaker(s): Benny Ayalew, VMware, Inc., Ben Scheerer, VMware, Inc.

How should you position vCenter Operations Management with legacy management vendors? How does it compare to point virtualization management tools? What about Microsoft? And, most importantly, what has changed with the cloud that makes new management solutions a necessity? In this session, you will learn how to best position the key technical and business advantages of vCenter Operations Management Suite and its synergies with vSphere to drive new business within your VMware customer base.

5:00pm – 6:00pm

PDO004: Social Media - Advanced Practices

Session Identifiers: **PD**

Speaker(s): Alexandra Krasne, Channel Maven Consulting

You've been using social media, but now you want to turn up the volume and take your social marketing to the next level. Join award winning social media expert Alexandra Krasne from Channel Maven Consulting, who will teach you best practices and some advanced techniques and tools to help you increase engagement, generate demand, and better target your audience.

This session will include instruction and tips around setting goals, gathering metrics, building an editorial calendar, along with advanced tips on blogging and content creation. In this action-packed hour, you'll learn about tools that can help you automate the process of social sharing and tips for getting your whole staff participating.

5:00pm – 6:00pm

VPN1482: OEM and OEM Reseller Program Overview

Session Identifiers: **VPN, MKT, EN**

Speaker(s): Brad Willard, VMware, Inc.

This is an educational session to promote and explain the VPN OEM SKU Revenue Credit Program, the Premier+OEM Program, and other resources/benefits available to resellers who sell OEM VMware SKUs. We will also spend time talking about the sales and marketing resources available to these resellers.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

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Visit us in Booth #314, the Hands-on-Lab (HOL-PRT-06) and our breakout sessions (SPO2245 & SPO2246).

* Technavio Insights Report, Global Cloud Security Software Market 2010-2014



Breakout Sessions: Tuesday, February 26 **Wednesday, February 27** Thursday, February 28

11:00am – 12:00pm

CAS1201: vFabric Application Modernization

Session Identifiers: **CAS, TECH, EN, S**

Speaker(s): Ankur Agarwal, VMware, Inc., Brian Dussault, VMware, Inc.

vFabric's Reference Application, SpringTrader, provides customers with an end-to-end solution for developing, provisioning, and managing a distributed application in a cloud environment. The reference application and architecture provide customers and partners with a blueprint for modern development, infrastructure, and operations. This session will cover the reference architecture and benefits of using vFabric to build next generation applications.

11:00am – 12:00pm

CI1149: Virtualizing Business Critical Applications for Maximum Performance

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Mark Achtemichuk, VMware, Inc.

Take a vSphere platform deep dive into performance features, tuning and troubleshooting with a VCDX. Maximum cloud performance starts with a solid infrastructure design. Walk through various considerations for guest, network, storage, memory and compute resource dimensions. Next you need to understand vSphere performance features like vNUMA, Interrupt Coalescing, the CPU Scheduler and how/when they need to be tuned away from defaults. Finally, you need to understand performance counters, common thresholds, where to find them and how they can be used to identify performance issue and correct them. There are many guides available to assist in virtualizing common applications, but this information will help you take all your other applications (like real-time, HPC or the one nobody cared to document) to the cloud.

11:00am – 12:00pm

CI1169: Increasing Partner Profitability with the vCloud Suite

Session Identifiers: **CI, SAL REP, C, EN, S**

Speaker(s): Rory Choudhuri, VMware, Inc., Uta Haller, VMware, Inc.

You've heard a lot about the cloud but have you been able to achieve real results for your customers and increase profitability? This session will focus on how to VMware's vCloud Suite portfolio can help grow your revenue opportunities and how you can create repeatable services opportunities by leveraging partner programs and resources to guide your customer along their cloud journey. By the end of this session you should walk away with an understanding of the overall cloud solutions you can deliver to customers - including product and service revenue opportunities - as well as next steps to equip your sales, services and marketing organization to deliver these solutions. If you want to see your services and licensing revenues grow faster than your competitors, you won't want to miss this session.

11:00am – 12:00pm

CI1285: Building Integrated Software Defined Datacenters with vCloud Director

Session Identifiers: **CI, TECH, EN, F, H, ED**

Speaker(s): Chris Knowles, VMware, Inc., Thomas Kraus, VMware, Inc.

Learn how to extend vCloud Director allowing you to build value added services for your customers. In this session you will learn and see examples of how you can create multi-tenant cloud services such as Storage as a Service and High Availability as a Service, delivered through vCloud Director. We will extend the native capabilities of vCloud Director using Java and vCenter Orchestrator to provide additional business value to your cloud consumers. Specific examples and a demonstration of each solution will be presented.

Session Identifier Key

Expertise Levels

- Basic
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Breakout Sessions: Tuesday, February 26 **Wednesday, February 27** Thursday, February 28

11:00am – 12:00pm

▲ CI1478: vCloud Networking and Security - What's New

Session Identifiers: **CI, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Dean Coza, VMware, Inc.

Software-defined networking and security has attracted the interest of the industry. This session will provide an overview of the VMware vCloud Networking & Security product as part of the overall Software Defined Datacenter vision. We'll start with an overview of VMware's vision, followed by highlights of new features and enhancements available in vCloud Networking and Security, delve into use cases that are compelling to modern virtualized datacenters and finally discuss value-added solutions our technology partners are delivering to complete the picture.

11:00am – 12:00pm

● EUC1205: Scale Your Business By Developing an EUC Enablement Plan

Session Identifiers: **EUC, PRA, C, EN, F, H, ED, S**

Speaker(s): John Dodge, VMware, Inc.

Scaling your business with the pace of innovation is challenging. To survive in the current environment of rising customer demand and a lack of experienced talent you're faced with the only viable plan: Growing your own talent. As simple as the solution sounds, the reality is there are a lot of inherent risks. What are the core skills required to be effective? How do I build a plan that covers all roles and gradually build from novice to master? In this session you'll hear from someone that built and scaled a business around a VMware practice and then joined VMware to design technical enablement plans and service offerings.

11:00am – 12:00pm

▲ EUC1383: Leveraging the VMware Validated Business Process Desktop Solution to Accelerate Sales

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Geoff Murase, VMware, Inc.

The use of outsourcing is expanding rapidly and today's business process outsourcing (BPO) buyers and providers are increasingly looking for ways to increase revenues,

decrease costs, and bolster worker productivity. But for IT organizations, attaining these goals can be challenging. Traditional PC environments are often locally managed which is costly and resource intensive. Data stored locally on endpoints poses a greater security risk for the business and can, in the event of a security breach, jeopardize the reputation of the organization. Remote access across the WAN is costly and if not sized correctly can often impede productivity and worker performance. And there is also the matter of how to integrate compute and telephony into a single platform.

Join this session to find out more about the newly validated VMware View Business Process Desktop and how we are partnering with various Unified Communications vendors to help customers optimize their investments, while enhancing the user experience and ability to collaborate for employees and contact center agents across the WAN.

11:00am – 12:00pm

■ EUC1388: Sharing Enterprise Files Safely and Efficiently

Session Identifiers: **EUC, TECH-INT, EN, F, H, ED**

Speaker(s): Mac Binesh, VMware, Inc.

Enterprise file sharing can be both efficient and secure. In this session the audience will have an understanding of how to implement the VMware End User Computing file sharing solution from software to storage. Attendees will also gain a better understanding of the features, data protection and efficiency capabilities. Attend this session to get a better understanding of the EUC solution and its enterprise file sharing capabilities as the preferred solution in the industry.

11:00am – 12:00pm

■ EUC1392: ThinApp Implementation and Design Best Practices

Session Identifiers: **EUC, TECH, C, EN, F, H, ED, S**

Speaker(s): Raymond Dusseault, VMware, Inc.

An EUC CoE Architect will deliver this breakout session detailing real world Best practices and use cases around ThinApp implementation and design strategy for an enterprise. This session will discuss VMware Application Assessment methodology, details regarding a new ThinApp packaging managed services framework and Windows 7 migration strategy using ThinApp.

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11:00am – 12:00pm

● **ITT1506: Cloud Operations Transformation Services – Preview of New Consulting Revenue Opportunity**

Session Identifiers: **ITT, MKT, C, EN**

Speaker(s): Kevin Lees, VMware, Inc., Kurt Milne, VMware, Inc.

VMware is developing a new set of consulting service offerings for partner delivery. Cloud Operations Transformation Services are designed to optimize customer’s organizational structure, operational processes, and associated governance policies to effectively operate and manage their cloud environment. The new service methodology integrates assessment and recommended change across people, process, and associated VMware tool and IP perspectives. This session introduces the Cloud Operations Transformation Services program. Starting in the second half of 2013, VMware partners will be able to market and deliver these services as part of their overall service portfolio. Attend this session to learn the business potential of this new program, as well as understand the scope of IT operational processes included, required consulting skills, and expected customer deliverables produced by this approach.

11:00am – 12:00pm

■ **PD0005: Growth Through Transition and Transformation**

Session Identifiers: **PD**

Speaker(s): Bruce Stewart, Channel Corp

The next year to eighteen months are critical to the growth and sustainability of reselling organizations around the world. The reselling industry is being split into classic, transitional and transformational businesses. New species and sub species of partners are emerging to occupy the space between the vendor and the end user as transactional business model give way to recurring, annuity type models. Resellers need to decide whether to use these structural changes offensively as an opportunity or respond to the situation defensively as a problem to be dealt with. The two growth through transition and transformation focused sessions will provide resellers with clear strategic, tactical and operational direction regarding what they need to do right now with respect to the key changes in the industry facing them in 2013 and beyond. For those businesses already in transition or partly transformed the session will be excellent confirmation that you are on track.

11:00am – 12:00pm

● ■ ▲ **SPO2245: Selling to Mid-Market: the VMware & Trend Micro Bundle**

Session Identifiers: **SPO, SAL MGT, S**

Speaker(s): Harish Agastya, Trend Micro

Trend Micro and VMware product and channel experts come together to present on selling the new bundled solution package offered jointly by the two companies. This bundle is designed specifically for mid-market customers and with channel value and ease-of-selling in mind, and is comprised of Mid-Market versions of Trend Micro’s groundbreaking agentless security platform paired with VMware’s award-winning virtualization products. The session will cover areas such as new customer acquisition & upsell opportunities, service and support revenue opportunities, soft-bundling options, suggested pricing, target customer profiles, as well as solution set features and value prop.



Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
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- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
- VPN** VMware Partner Network

Session Type

- SAL MGT** Sales Management
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- TECH** Technical
- TECH-INT** Technical - Intermediate
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- PRO EXEC** Professional Services Executive
- MKT OPS** Marketing/Business Development Operations
- PRA** Practice Manager

Areas of Interest

- C** Commercial
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Breakout Sessions: **Tuesday, February 26** **Wednesday, February 27** Thursday, February 28

11:00am – 12:00pm

SPO2308: Data Management at Cloud Scale with CommVault Simpana 10

Session Identifiers: **SPO, C, EN, F, H, ED, S**

Speaker(s): Phil Curran, Commvault

Cloud deployments continue to grow in scope and scale as organizations recognize the benefits of moving to the software defined data center. Critical to this shift are data management capabilities that can keep up with the new dynamics of shared service infrastructures. This means data management that can track to the rapid and dramatic shifts in resources and workloads; maintain secure multi-tenant controls over management of and access to data; optimize the underlying resource pools for cost effective data management; optimize retention of data; ensure secure and rapid access to critical data; and streamline operations to minimize administrative overhead.

Partners and cloud providers building private, public and hybrids clouds are turning to CommVault for deep and broad cloud platform integration along with advanced automation and orchestration to deliver data management capabilities at cloud scale. Partners are service providers are leveraging the powerful combination of CommVault Simpana data management software and VMware vCloud Suite to deploy:

- Private cloud infrastructure
- Cloud Services like:
 - DR as a Service
 - Backup as a Service
 - Archive as a Service

In this session, you'll learn how you can partner with CommVault to deliver these services to your customers by leveraging a host of modern data management capabilities built for cloud scale including:

- Rapid Scalable Data Protection
- Flexible Automated Recovery
- Self-Service Management and Access
- Workflow Automation of Data Management
- Advanced Reporting and Chargeback
- Automated Disaster Recovery Leveraging the Virtual Infrastructure

11:00am – 12:00pm

SPO2309: Effectively Selling Virtual End User Computing Today

Session Identifiers: **SPO, SAL REP, C, EN, F, H, ED, S**

Speaker(s): P Chang, Brocade Communications Systems, Inc., Mike Newcomb, Brocade Communications Systems, Inc

For customers seeking to deploy Virtual End User Computing (EUC/VDI) and virtualize enterprise business applications across different sizes of user organizations, simple but scalable networking infrastructures are critical to enable successful sales and deployment. In this session, we shall describe the process of selling proven and open solutions from Brocade and VMware for EUC/VDI and other business applications. In addition, we shall describe the process of helping customers select and purchase scalable and high performance compute and storage infrastructures.

We shall highlight the Brocade EMC/VSPEX approach of using a pre-validated and modular architecture to sell highly profitable virtualization offerings. Open solutions like VSPEX provide compelling benefits in the evaluation, design and implementation stages leading to the successful sales and deployment of virtual desktops and other business applications. Channel partners can tailor these proven solutions consisting best-of-breed compute and storage products from our partners along with Brocade's award-winning networking to offer customers the most competitive and high quality solutions available in the market today.

11:00am – 12:00pm

TEX1159: Validating Your Business Critical Applications

Session Identifiers: **TEX, TECH, C, EN, F, H, ED, S**

Speaker(s): Tim Harris, VMware, Inc.

Watch TEX1159 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=7Ksl5ULM6WI

Right click on the link to launch video in new tab or window.

VMware's validation services have helped partners adopt the VMware platform in over 200 specific lab exercises. In this session, we outline how partners can do similar work themselves. We first outline practical concerns, like the common goals of validations and practical processes we use to execute them. We emphasize effective planning and resourcing of such efforts, both with lab and manpower resources. Then we briefly

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summarize the technical concerns we address in such efforts, with a drill down on critical tuning techniques for the latest vSphere releases. We spend most of our time on server side validations, but quickly summarize work in BC/DR, View and Cloud enablement validations also.

11:00am – 12:00pm

TEX1213: vCloud SDK - What's New and Best Practices

Session Identifiers: **TEX, TECH, EN**

Speaker(s): Rajesh Kamal Kamalanathan, VMware, Inc., Prasad Pimplaskar, VMware, Inc.

We will cover new features and functionality in vCloud SDK released for 5.1 release and cover extensibility mechanisms for vCloud API using vCloud SDK. We will also touch base on best practices for vCloud API / SDK developers.

11:00am – 12:00pm

TEX1261: VMware View with Unified Communications

Session Identifiers: **TEX, PRO, EN, ED**

Speaker(s): Tony Huynh, VMware, Inc.

Learn about how VMware is extending Virtual Desktop Infrastructure (VDI) to Unified Communications (UC) to create a new virtual workspace. To effectively work and collaborate, today's workforce needs access to both their virtual desktops and communications platforms from a variety of devices and locations. Whether in the office or working remotely, the new virtual workspace provides employees access to their critical business applications and allows them to communicate using rich interactive video conferencing, voice chat and instant messaging. All this enables employees to be effective and productive while being mobile.

11:00am – 12:00pm

TEX1437: Storage Strategies for VMware vSphere & vCloud Suite

Session Identifiers: **TEX, TECH, C, EN, F, H, ED, S**

Speaker(s): Alex Jauch, VMware, Inc., Vaughn Stewart, NetApp, Inc

Watch TEX1437 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=Ldqbl2S4vI8

Right click on the link to launch video in new tab or window.

Storage is a foundational component in the support of virtualization and cloud computing - and it is dynamically evolving. It is an aspect of the datacenter that is all-too-often overlooked, but without storage, there is no data, and without data, there is no cloud. In this session, we will examine the evolutionary influence of host virtualization and cloud computing in breaking storage deployment out of outdated silo models and into a dynamic, flexible hosting environment. We will review common goals and challenges associated with providing storage service with cloud computing, and addresses each through the application of advanced storage technologies designed to scale in order to support the ever-expanding storage needs of the future. The examples detailed in the session are pulled from real-world experience, and often involve the integration of multiple innovative technologies. If you are looking for measured guidance on high availability, efficiency, integration and performance for the storage in your cloud, then this session is for you! This session is an excerpt from the book "Virtualization Changes Everything: Storage Strategies for VMware vSphere & Cloud Computing" by Vaughn Stewart and Michael Slisinger. All attendees for this session will receive a free copy of the book which also features a Forward by Duncan Epping and an Introduction from Dr. Stephen Herrod.

11:00am – 12:00pm

VPN1100: Redefining YOUR Path

Session Identifiers: **VPN, TECH, C, EN, F, H, ED, S**

Speaker(s): Matthew Weiner, VMware, Inc.

Everyone follows Paths! Anakin had his path to the dark side, Dorothy had her path down the yellow brick road and Indian Jones had his path to find the Holy Grail. Knowing the path to take can certainly make things easier. VMware is excited to launch its own path for our partners; Custom, Individualized Role-Based Learning Paths. Come learn how VMware is making your training easier, customized and rewarding. Simplified Learning

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Paths for VMware Sales Professionals (VSP) and VMware Technical Solutions Professionals (VTSP), with badged recognition upon completion, will help further promote YOUR skills and abilities around VMware to your customers and the VMware field. Attend this session to find out how these changes will help you and your organization expand your VMware capabilities, differentiate yourself in the market and participate in the future of VMware training.

11:00am – 12:00pm

● ■ **VPN1307: Selling VMware vCloud Services**

Session Identifiers: **VPN, SAL REP, C, EN, F, S**

Speaker(s): Mercer Rowe, VMware, Inc.

Do you provide or resell cloud hosting services? In this session, we'll cover the VMware cloud strategy and opportunities for service providers and partners to build a business based on VMware's vCloud Services platform. Learn about the different customer buying centers, their pain points and your go-to levers for selling cloud services. How partners can build and/or resell services to quickly deliver value and serve the key customer use cases. Learn about VMware programs like VSPP that support cloud hosting partners by delivering product licensing, enablement, and marketing solutions.

11:00am – 12:00pm

● **VPN1471: Maximize Your ROC (Return on Customers): Prescriptive Sales Plays for Small and Mid-market Customers**

Session Identifiers: **VPN, PRA, C, S**

Speaker(s): Julie Eades, VMware, Inc., Matthew Sullivan, VMware, Inc., Chris Waldo, VMware, Inc.

Your customers are your "rock" - the base and strength of your business. Learn how to maximize your ROC (pun intended) by selling VMware business continuity and disaster recovery, management and mobility solutions to your vSphere customers. In this session, we will share with you the key prospecting plays that we will focus on in 2013 to help you upsell and cross-sell VMware solutions. Join us to hear about each sales play, how to position the right solutions for your customers, and see all the marketing assets, programs and promotions that we will develop for each sales play to help you maximize your ROC.

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12:30pm – 1:30pm

■ **CI1166: VMware Advantages for SMB Over Microsoft**

Session Identifiers: **CI, SAL REP, C, F, H, ED, S**

Speaker(s): Eric Horschman, VMware, Inc.

This is a competitive update session for Cloud Infrastructure products. Small and medium businesses may not have the most demanding workloads and may face tight budget constraints. However, they are one of the high growth segments of the virtualization market. Learn about VMware's key product advantages and differentiators that appeal to this segment most. Understand why SMBs prefer VMware how you can sell effectively to this segment despite a strong competitive push from Microsoft. The session will prepare you on selling VMware's advantages for SMBs, debunking Microsoft's cost advantage and good-enough-product claims, and handling common objections.

12:30pm – 1:30pm

■ ▲ **CI1226: Exchange Virtualization - Best Practices**

Session Identifiers: **CI, TECH, EN, F, H, ED, S**

Speaker(s): Alex Fontana, VMware, Inc.

Many organizations use Microsoft Exchange Server as the backbone for communication and consider it to be a business critical application. IT leaders want to realize the benefits of virtualization across all applications including those considered business critical. Exchange architects need to understand the design considerations and options available to them when choosing VMware as their virtualization platform. After attending this session participants will understand the design best practices used to successfully deploy Microsoft Exchange Server on VMware.

12:30pm – 1:30pm

● ■ ▲ **CI1387: vCloud Networking and Security - Ecosystem**

Session Identifiers: **CI, SAL REP, EN, F, H, ED**

Speaker(s): Adina Simu, VMware, Inc.

Networking and security virtualization are foundational pieces of a Software Defined Data Center. This session will explain how other vendors can build networking and security

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services such as Firewalls, Application Delivery Controllers, Content inspection, Anti-virus, Workload encryption, WAN optimization, all optimized for virtual data centers, with easy provisioning, flexible insertion points, and automated lifecycle. We will also take a look at how VMware networking and security virtualization technologies work together with other elements of the VMware vCloud suite, and with our partner ecosystem, to provide the best of breed security posture for our customers on their virtual infrastructure.

12:30pm - 1:30pm

■ ▲ EUC1204: VMware View: Enterprise Design

Session Identifiers: **EUC, TECH-ADV, EN, F, H, ED**

Speaker(s): John Dodge, VMware, Inc.

The best practices for architecting large scale Enterprise View implementations is getting it's first significant update since View 4.5. Attend this session to learn about what has changed in this exciting new release of View, including but not limited to the scalability of vCenter, improved recompose times, and multiple VLAN mapping to desktop pools, from the Architect that brought you the original View Design methodology.

12:30pm - 1:30pm

■ EUC1284: Dynamic PCoIP - Adding Intelligence to Your Protocol

Session Identifiers: **EUC, TECH-INT, EN, F, ED**

Speaker(s): Chuck Hirstius, VMware, Inc.

This session will cover a new capability being added to PCoIP that will allow real-time tuning of the protocol. This new feature will dramatically change how PCoIP can be tuned and optimized by moving it from a static, one size fits all approach, to a personalized, contextually aware process. Implementation details of the new capability will be discussed, along with demos of tools showing how this new capability can be applied to real-world scenarios.

12:30pm - 1:30pm

● ■ EUC1385: Selling End User Computing Solutions to SMB Customers

Session Identifiers: **EUC, SAL REP, C, S**

Speaker(s): Courtney Burry, VMware, Inc., Sueko Diedrick, VMware, Inc.

If we look at all of the desktops out there today-over 33% of these sit with SMB customers who have less than 1000 employees. There is a huge market opportunity with these customers for VDI, with over 50% of these SMB customers stating that they are using or looking at VDI this year. But VDI is not a good fit for every customer-some are just looking to provide end users with applications and some simply want to be able to better manage physical endpoints centrally in the cloud. Join this session to find out about the products and solutions that VMware has to address these diverse needs and the tools and resources we have in place to help you accelerate sales with your SMB customers today.

12:30pm - 1:30pm

■ EUC1396: Mirage Implementation and Design Best Practices

Session Identifiers: **EUC, TECH, C, EN, F, H, ED, S**

Speaker(s): Raymond Dussault, VMware, Inc.

An EUC CoE Architect will deliver this breakout session detailing real world Best practices and use cases around Mirage implementation and design strategy for an enterprise.

12:30pm - 1:30pm

● ■ MGT1118: Tips and Tricks to Sell vSphere with Operations Management (every time)

Session Identifiers: **MGT, SAL REP, C, EN, F, H, S**

Speaker(s): Sandy Chu, VMware, Inc., Gayle Levin, VMware, Inc.

Learn how to take advantage of the newest seeding opportunity: every vSphere customer can download performance management capabilities for free. You will also learn how to sell vCenter Operations Management Standard Edition as an upsell or as part of the vSphere with Operations Management offering.

In this session, you will learn how to position the vSphere Management Foundation, quickly demonstrate customer value, and position an upsell to VMware's market leading management solution, vCenter Operations Management Suite. You will hear the latest tips and tricks based on a study of vSphere customers to learn what are the hot buttons for upgrades for each market segment.

Session Identifier Key

Expertise Levels

- Basic
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12:30pm - 1:30pm

MGT1369: Understanding the vCenter Operations Management Technical Differentiators in Competitive Environments

Session Identifiers: **MGT, TECH-INT, EN, F, H**

Speaker(s): Benny Ayalew, VMware, Inc., Ben Scheerer, VMware, Inc.

Attend this session to gain a better understanding of the technical differentiators that set vCenter Operations Manager apart from the competition. Hear how the innovative features in vCOPs are clearly differentiated and positioned against a wide range of management technology vendors on the market today. We help you understand why the VMware management approach is unique, how our ability to leverage the vSphere platform represents best practices and how vCOPs is the foundation for managing the VMware Software Defined Data Center.

12:30pm - 1:30pm

PDO006: What Really Needs to Happen to Make Your Business Grow

Session Identifiers: **PD**

Speaker(s): Bruce Stewart, Channel Corp

There is a right way and a wrong way to transition or transform a business in the face of the changes that the reselling industry is facing. There is a very specific set of issues that need to be considered and investment decisions that need to be taken. As a result there are is a very specific set of conversations that Channelcorp is having with its reseller clients regarding the right way to make the strategic, tactical and operational changes. This session will provide attendees with access to the ten conversations that Channelcorp is driving and provide a framework for attendees to take back to their businesses and drive the conversations that will really make things happen. A white paper will be available.

12:30pm - 1:30pm

SPO2006: 5 Ways to Make Money Now with vCloud Director

Session Identifiers: **SPO, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Doug Hazelman, Veeam Software Corporation, David Hill, VMware, Inc.

The software-defined datacenter promises to streamline provisioning and administration, and allow IT to keep up with the demands of today's businesses. How can you help your clients achieve these objectives - and grow your own business in the process? This joint session by Veeam and VMware will detail 5 opportunities you can pursue now to capitalize on vCloud, including:

- vCloud Director: vCD is not just for cloud providers! Learn what the new technology is all about and how organizations are leveraging it in both public and private clouds.
- Cloud storage: While it might not seem lucrative at first glance, cloud storage is a great opportunity for professional services. Cloud storage means different things to different people; sorting out those requirements, evaluating alternatives and implementing a solution in the most efficient manner possible are all great ways to generate services revenue - and secure your position as a trusted advisor.
- Data center modernization: How many of your clients still run vSphere 4.1? Or still backup VMs like physical servers? There are great opportunities in existing vSphere installations to modernize the IT infrastructure - and realize healthy returns for you and your clients.

Make the most of these and other vCloud opportunities with fresh ideas, practical advice and real-world customer perspectives. Accelerate your learning curve, uncover hidden revenue opportunities, and avoid common mistakes. You'll return to the office with specific "next steps" for getting started.

12:30pm - 1:30pm

SPO2246: Bridge the Gap - Grow Your Business by Selling Secure Infrastructure Solutions

Session Identifiers: **SPO, SAL MGT, C, EN, F, H, ED, S**

Speaker(s): David Silverberg, Trend Micro Incorporated

Your customers need Partners who can bring together the benefits of a virtualized infrastructure with their requirements for security. In most customers this means working with 2 different parts of the customer's organization. The infrastructure benefits of

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VMware are a proven, but Security is a given. Don't let security be a reason for your customers not realizing their virtualization and cloud investment and goals. Security is also an opportunity to sell and deliver added value to your clients.

12:30pm - 1:30pm

■ SPO2248: Savvis Enterprise Cloud Ecosystem: Enabling Bundled Cloud Solutions Combining Global vCloud Infrastructure with API Driven Partner Ecosystem

Session Identifiers: **SPO, TECH-INT, C, EN, H, ED, S**

Speaker(s): Geoff Hayward, Data Gardens, Jonathan King, Savvis, Usha Parsa, VMware, Inc., David Shacochis, Savvis, Mark Shirman, RiverMeadow Software

Companies are moving web-centric applications to the cloud and discovering that cloud user experience is adequate for servers and basic connectivity. However, many enterprise applications require additional capabilities around application development, disaster recovery, data replication, orchestration and operational support. This panel will discuss how the Savvis Enterprise Cloud Ecosystem of API and Marketplace partners can enable these additional capabilities.

12:30pm - 1:30pm

■ ▲ SPO2421: Cisco Unified Data Center: From Server to Network

Speaker: Satinder Sethi, Cisco Systems Inc.

Session Identifiers: **TECH, C, EN, F, H, ED**

Attend the Cisco breakout to understand why today's data center architecture must support a highly mobile workforce, proliferation of devices, and data-driven business models and be capable of transparently incorporating cloud applications and services. You will learn about the Cisco Unified Data Center architecture, which combines compute, storage, network, and management into a platform designed to automate IT as a service across physical and virtual environments, resulting in increased

12:30pm - 1:30pm

▲ TEX1438: Network Virtualization & Extensibility for the Software Defined Data Center - The Partner Story

Session Identifiers: **TEX, TECH-ADV, EN**

Speaker(s): T Sridhar, VMware, Inc.

VMware's vision of the Software Defined Data Center (SDDC) relies on the pillars of compute, network and storage. The key components of this vision are: a)network virtualization and b) network extensibility that VMware provides through its platform. The former allows the virtualization of the networking resources for flexible deployment and optimization of workloads while the latter provides the ability for partners to provide added value in this new infrastructure. In this talk, we will first present the foundational aspects of network virtualization and detail how it enables the software defined data center. Starting with the requirements, we will move on to some use cases where workload deployment is made easier with network virtualization. The coverage will also include network encapsulation (e.g. VXLAN) that is used to enable this feature and how partners play a key part in this area. We will then discuss how network extensibility enables partners to provide services to extend the capabilities of the VMware networking & network virtualization platform.

12:30pm - 1:30pm

■ ▲ TEX1909: vSphere API Best Practices and Integration Using SSO

Session Identifiers: **TEX, TECH, EN, F, H, ED**

Speaker(s): Shawn Hartsock, VMware, Inc., Sidharth Surana, VMware, Inc.

vSphere web services SDK provides the interfaces to programmatically manage the vSphere platform. This session explains the best practices in using the various APIs to administer and manage the vSphere. This also covers the most common pitfalls to avoid and the alternatives to overcome certain limitations. In order to provide seamless access to CIS components SSO capability is provided in CIS. This session will cover common use cases and walk you through the steps necessary to integrate your application with CIS using SSO.

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TEX1911: The vCenter Orchestrator Adapter Program – Extend VMware’s Cloud Service Provisioning Solution

Session Identifiers: **TEX, TECH-INT, EN, F, H, ED**

Speaker(s): Terry Lyons, VMware, Inc., Meenakshi Nagarajan, VMware, Inc.

VMware Cloud Service Provisioning accelerates the delivery of infrastructures and applications while providing greater control and compliance. Partners can integrate and extend this solution through vCenter Orchestrator (vCO). vCenter Orchestrator is an IT process automation layer that saves time, removes manual errors, reduces operating expenses and simplifies IT management. vCO provides a single point of integration, enabling partners to integrate with vCenter, vCloud Automation Center, vFabric Application Director and vCloud Director through one solution. By developing a vCO adapter, partners can leverage over 300,000 customers because vCenter Orchestrator is bundled with vCenter Server at no extra charge and vCO workflows can be launched from the vSphere web client. Come to this session to learn more about vCO adapters and how to get involved in the vCO adapter program.

12:30pm – 1:30pm

VPN1258: Accelerate Your Services Business -Consulting and Integration Partner Program (CIPP) – Update and Roadmap

Session Identifiers: **VPN, PRO, C, EN, F**

Speaker(s): Juergen Wiese, VMware, Inc.

VMware defined virtualization, helping to propel the rapid growth in cloud computing. The VMware Consulting and Integration Partner Program (CIPP) has been designed to recognize, support and amplify the key strengths of VMware Partners with a services and consulting-based business model. The CIP Program delivers distinctive enablement, support for developing innovative solutions and maximizes our joint market share potential. Consulting and Integration Partners can accelerate solution development and drive successful customer engagements for the Software Defined Datacenter, End-User Computing and Hybrid Cloud by leveraging the core benefits of the CIP Program. The unique program benefits include practice-tailored readiness for services delivery and solution creation, joint business planning and go-to-market initiatives. All geared to ensuring tight partner integration with VMware, the leader in virtualization and cloud computing.

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- S** SMB
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Join us to hear how VMware made major investments in launching this strategic program and adding extra benefits based on a robust roadmap including Practice Builder, Advisory Services, support for industry- or technology-specific solution development and your joint go-to-market initiatives with VMware. Entirely designed to support all stages of the services selling cycle, and big solution bets critical to our future success – all of which will drive more strategic and repeatable engagements within this critical customer environment. Together, we enable your cloud.

12:30pm – 1:30pm

VPN1323: VMware Service Provider Program Momentum and Expansion

Session Identifiers: **VPN, MKT, C, EN, F, H, S**

Speaker(s): Kedra Simm, VMware, Inc.

The public cloud market is forecasted to grow over 245% in the next 4 years. Service Providers are positioned to fulfill these IT needs and take advantage of this huge growth opportunity by offering cloud computing services to their customers, and VSPP was created specifically to help Service Provider partners be successful in this business model. This session is for partners who are new to the public cloud concept as well as partners who are currently in the program and want to hear about our expanding benefits and product portfolio.

12:30pm – 1:30pm

VPN1459: Transform Your Sales Approach with the “Business First” Methodology

Session Identifiers: **VPN, SAL REP, EN, F, H, ED,**

Speaker(s): Peter Dockery, VMware, Inc., Troy Wright, VMware, Inc.

Pete Dockery, VMware’s Vice-President of Enterprise, Healthcare and Canada will be presenting how his teams have been transformed around the “Business First Program” and “Institutional Selling”. Business First is focused on understand the value proposition for our customers and consistently driving customer business value with VMware solutions. Institutional Selling is the process of engaging many resources in an efficient fashion, to drive a value proposition throughout the customer. Troy Wright will share his insights into adapting this to a Solution Provider’s business to increase margins and profit.

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2:00pm – 4:00pm

■ ▲ **TEX1907: End User Computing, Mirage and Horizon NDA Roadmap (TAP only)**

Session Identifiers: **TEX, TECH, C, EN, F, H, ED, S**

Speaker(s): Robert Baesman, VMware, Inc., Vijay Pawar, VMware, Inc.

Watch TEX1907 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=kDey8kcGsuQ

Right click on the link to launch video in new tab or window

If you're a VMware Technology partner who has any involvement whatsoever with End User Computing, this is THE must see session of the week. We all are excited by the challenges and opportunities of user-centric computing and the consumerization of IT. With this as a backdrop, we'll dive into the NDA product road-maps for all three pillars of the VMware Horizon Suite, comprised of Horizon Mirage, Horizon View, and the new Horizon Workspace. These are the facts you'll need to plan and align your own business to meet the needs of our mutual end-user-focused customers.

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Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
- VPN** VMware Partner Network

Session Type

- SAL MGT** Sales Management
- SAP REP** Sales Representative
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- TECH-INT** Technical - Intermediate
- TECH-ADV** Technical - Advanced

- PRO EXEC** Professional Services Executive
- MKT** Marketing/Business Development
- OPS** Operations
- PRA** Practice Manager

Areas of Interest

- C** Commercial
- EN** Enterprise
- F** Federal
- H** Healthcare
- S** SMB
- ED** SLED

2:00pm – 3:00pm

■ **SPO2401: Profit with SDDC! Virtualize Stubborn Physical Workloads While Increasing Protection and Availability. The Software Defined Datacenter is Closer than You Think.**

Session Identifiers: **PRA, C, EN, F, H, S, ED**

Speaker(s): Dave Elliott, Symantec

A software defined datacenter (SDDC) enables companies to abstract and pool datacenter resources in a similar way that servers were abstracted resulting in user-defined services delivered on demand. SDDC will be the future of today's datacenters but will require a last-mile transition. Built on virtualization technologies, an SDDC strategy is ultimately maximized when complex and isolated physical workloads are virtualized and the integrity of how those workloads are protected and secured is maintained, even improved. Learn how to leverage deeply integrated Symantec and VMware solutions to accelerate critical workload virtualization. Some applications were either not easily virtualized or the application owners demand they remain on dedicated physical resources. This has led enterprise data centers to duplicate management, solutions, architectures and staff – each for the virtual world, and physical world. This diminishes the virtualization R.O.I. and lengthens the time customers can truly implement SDDC. Symantec technologies have been engineered to seamlessly work across physical and virtual infrastructures simultaneously. This enables savvy service providers to migrate systems to virtual platforms without creating duplicate process and complexity.

2:00pm – 3:00pm

■ **CAS1287: Big Data Virtualized: Simple, Reliable, Elastic Hadoop**

Session Identifiers: **CAS, TECH, EN, F, H,**

Speaker(s): Joe Russell, VMware, Inc., Kevin Leong, VMware, Inc.

Hadoop and virtualization are two of the hottest trends in the industry today, yet the full potential for bringing the two together has yet to be realized. Virtualization can be brought to bear to alleviate common Hadoop challenges, such as cluster deployment, reliability, and inefficient resource utilization. Learn how partners can leverage VMware technology to make Hadoop more accessible for their clients and add value at the intersection of Hadoop and virtualization.

In this session, we will discuss Serengeti and vFabric Data Director, VMware's open-source and commercial offerings, respectively, which enable the deployment and management of virtual Hadoop clusters. We highlight several real-life examples where organizations have

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successfully deployed Hadoop on vSphere. We will demonstrate how Hadoop clusters can be provisioned simply and rapidly, how to customize and configure the virtual Hadoop clusters, and how the single points of failure in the Hadoop stack can be easily protected using vSphere HA. We will describe how Hadoop compute and data layers can be decoupled in a virtual environment, such that compute capacity on virtual Hadoop clusters can be scaled on demand. Leveraging virtualization, customers and partners can achieve their goal of providing elastic, multi-tenant Hadoop as a service.

2:00pm – 3:00pm

● ■ CAS1543: Modernize Your Data Infrastructure Using vFabric Data Director

Session Identifiers: **CAS, TECH-INT, EN**

Speaker(s): Gopal Ashok, VMware, Inc.

Delivering application infrastructure at the speed of business is a fundamental requirement in today's world. vFabric Data Director provides a platform that enables IT to deliver database-as-a-service and increase operational efficiency, agility and time-to-market.

2:00pm – 3:00pm

■ ▲ CI1212: SQL Server Virtualization - HA Deep Dive

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Scott Salyer, VMware, Inc.

Running Microsoft SQL Server on VMware vSphere offers many options for database availability and disaster recovery utilizing the best features from both VMware and SQL Server. Did you know you can use VMware HA with SQL Server native availability features to achieve higher availability? Did you know you can perform rolling software upgrade with a standby VM? In this session we will have in-depth discussions on the high availability options, including VMware HA, Application HA, vMotion, DRS, SRM, SQL Server failover clustering, database mirroring, as well as the latest SQL Server 2012 AlwaysOn technologies. Demos and scenario based solutions will be used throughout the discussions.

2:00pm – 3:00pm

● ■ ▲ CI1229: vSphere - Trends and Market Update for Partners

Session Identifiers: **CI, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Michael Adams, VMware, Inc.

A PEX favorite! This session delivers that latest information VMware has on selling vSphere. This includes details about the current selling climate, features that are selling well, trends, and other areas of analysis. This session will also discuss how selling vSphere changes with the introduction of the vCloud Suite.

2:00pm – 3:00pm

■ CI1498: Increase Short Term Revenue & Profit with Foundational vSphere Business

Session Identifiers: **CI, SAL REP, C, S**

Speaker(s): David Heaslip, VMware, Inc.

Presentation will focus on why VMware Foundational Business (aka Sub 50K) is the Key to a partners success. - We will discuss how to profit from selling Foundational businesses - the overall value proposition and the Foundational offerings VMware has in the sub50k segment.

2:00pm – 3:00pm

■ CI1523: Winning Against Microsoft System Center

Session Identifiers: **CI, SAL REP, C, EN, F, H, ED**

Speaker(s): Jenny Fong, VMware, Inc., Ben Scheerer, VMware, Inc.

Microsoft's private cloud strategy hinges on the adoption of System Center for cloud management. From vSphere to vCloud Director to vCenter Operations, the VMware vCloud Suite is key in differentiating VMware from its competitors while providing partners with opportunities to add value to the solutions they deliver. The vCloud Suite has unique capabilities and takes the fullest advantage of tight integration with vSphere to deliver powerful management capabilities for your customers. In this session you will learn how to best position key advantages of VMware cloud solutions to open up upsell opportunities for your VMware business. Also learn how to counter Microsoft sales tactics that focus on existing System Center Operations Manager and Configuration Manager customers.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

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2:00pm – 3:00pm

EUC1200: Competing to Win with VMware EUC Products: Overcoming Objections

Session Identifiers: **EUC, SAL REP, EN**

Speaker(s): Cyndie Zikmund, VMware, Inc.

Tired of the competition putting up roadblocks in your sales cycle? Need help clearing up the logjam? Knowing how to respond to the traps set by the competition can make the difference between winning or losing. Find out about the latest competitive advantages coming up in the next release and understand how to use them to win. This session will provide hints and techniques for addressing the most common roadblocks by Citrix and others. Don't let the competition stand in your way any longer. Let this session help you win ever time.

2:00pm – 3:00pm

EUC1401: VMware View: 10,000 Seat Desktop Deployments

Session Identifiers: **EUC, TECH-INT, C, EN**

Speaker(s): Matt Coppinger, VMware, Inc.

In this session you will be guided through the design of a real world VMware View customers with 10,000+ seat deployments. Learn how to design View at scale and some of the challenges and lessons learnt.

2:00pm – 3:00pm

ITT1509: Workload Assessment and Cloud Migration

Session Identifiers: **ITT, PRO, C, EN, F, H**

Speaker(s): Stephen Beck, VMware, Inc.
Andy Troup, VMware, Inc.

The benefits of cloud computing vary significantly according to the type of workloads as well as the capability maturity of the IT organization. Architectural staff can set up and manage the cloud environment. But IT and business executives should help determine the criteria and make decisions about service delivery models and workload assignment. This session will highlight the cost, benefit and risks factors that should be considered when

evaluating workload candidates for different computing environments. It will outline the steps of a successful migration sequence. And it will include a discussion of other factors such as security concerns, regulatory restrictions or competitive pressure that impact strategy selection.

Attend this session to learn from specific examples of how to evaluate workload risk profiles, so that you can offer your customers the ability to achieve the most benefit, least cost, and lowest risk transition to the cloud as their trusted advisor on how to optimize the operation of their cloud environment.

2:00pm – 3:00pm

MGT1569: Management Competency Partners: Earn up to 35% Selling vSphere with Operations Management

Session Identifiers: **MGT, PRA, C, EN, F, H, ED, S**

Speaker(s): Gayle Levin, VMware, Inc., Liz Mitchell, VMware, Inc.

Did you know that Management Competency Partners can earn up to 35% in financial incentives by selling vSphere with Operations Management? Take advantage of this unprecedented financial opportunity to increase vSphere profitability and extend your existing VMware Practice. Plus you will also learn about new tools, including a live demp environment to quickly build out a customer demo center and Solution Enablement Toolkits to help you develop and package service offerings.

2:00pm – 3:00pm

MGT2064: Deploying vCloud Suite Management: Cloud Service Provisioning (Part 1)

Session Identifiers: **MGT, TECH, EN, F, H**

Speaker(s): Rich Bourdeau, VMware, Inc.
Christian Paulus, VMware, Inc.

Learn how to accelerate the delivery of infrastructure and application services across dynamic, heterogeneous environments to deliver IaaS, PaaS, DaaS or other services. This session highlights the key capabilities of service provisioning including the on-demand, self-service portal for end users, service and application blueprints, policy engines for governance, standardization for IT control and compliance, and extensibility frameworks. We will drill down into the technologies that support Cloud Service Provisioning: vCloud Automation Cetner, vFabric Application Director, Cloud Applications Marketplace, and vCenter Orchestrator.

Session Identifier Key

Expertise Levels

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- Intermediate
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2:00pm – 3:00pm

PD0007: Your Demos and Your Numbers: A New Strategy for Surprisingly Compelling Demonstrations

Session Identifiers: **PD**

Speaker(s): Peter Cohen, The Second Derivative

Interested in demos that resulted in recent wins? Curious as to how to increase your team’s success rate using demos? The “Do The Last Thing First” strategy delivers the results you want by presenting the business benefits right up-front – generating a “Wow!” response from customers. The results are crisp, compelling demonstrations that satisfy VP’s and senior management, champions and users – and close business. Sales and Presales: What you learn may make the difference between a lost sale and a new customer, or a delayed order vs. making your numbers for the quarter.

2:00pm – 3:00pm

● VPN1091: Strengthen Your SMB Marketing Strategy Leveraging VMware’s Proven Marketing Tools

Session Identifiers: **VPN, MKT, S**

Speaker(s): Kristin Heisner, VMware, Inc.

Trying to figure out how to make a dent in the VMware SMB segment? Are you wondering what the SMB customer’s pain points are? Are you asking yourself what is the best way to tackle this market? Then this session is for you! Come hear about SMB triggers, learn marketing best practices in the SMB space, and learn about the marketing tools available to you the partner to help you grow your SMB revenue.

2:00pm – 3:00pm

● ■ ▲ VPN1298: Next Generation of Cloud Configuration Automation Using Puppet and VMware

Session Identifiers: **VPN, TECH-INT, C, EN, F, S**

Speaker(s): Nigel Kersten, Puppet Labs, Nicholas Weaver, VMware, Inc.

Learn how to automatically provision and configure cloud instances from zero to fully operational in minutes, automating VMware infrastructure. New functionality includes

cluster management, deployment, appliance support, and vShield management. This session will also highlight benefits for DevOps including quick deployment of critical updates, like security patches, across hundreds of servers in seconds, and pro-active initiation of Puppet runs to update configurations and report changes.

2:00pm – 3:00pm

● ■ VPN1449: Selling Successfully to the Public Sector

Session Identifiers: **VPN, SAL MGT, F, ED**

Speaker(s): Alex Hart, VMware, Inc.,

If your company is considering entering the U.S. Public Sector market (Federal, State & Local, and Education) this is a *must attend* session. Partners will gain an understanding of each customer segment (DoD, Civilian, Intel, State/Local, Education) and where each Sales Leader sees the greatest market opportunity. They will also share their insights on how to best align and win together in these markets. Attendees will leave with a prescriptive set of recommendations, with market insights on how to prepare your business to successfully sell and compete in this market and suggestions on how to make the right kinds of investments from the start. Key insights on the nuances of selling into this market, including geographic, economic, political and cultural factors, will also be discussed.

3:30pm – 5:30pm

● CI1400: Use-cases of a Software-defined Datacenter - Demonstration

Session Identifiers: **CI, TECH-ADV, C, H, ED, S**

Speaker(s): Tom Stephens, VMware, Inc.

VMware’s vCloud Suite contains several enterprise-level products. Evaluating these products to ensure they are fit for purpose requires a understanding of how they can best be utilized to meet the desired use case. This session takes three common use cases and provides a recipe for performing a successful evaluation down to specific hardware that you can use for each one. Sections include a overview of each use case, a architectural discussion of the components needed, resources available to you, and a demonstration of what the final configuration will look like in practice.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

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3:30pm – 5:30pm

▲ MGT1153: Advanced Topics (Part 3): vCenter Operations Deployment Design Considerations

Session Identifiers: **MGT, TECH-ADV, C, EN, F, S**

Speaker(s): Bill Amirault, VMware, Inc., David LaVigna, VMware, Inc.

Learn critical deployment considerations for vCops at Enterprise scale - architecture, scalability, VC adapter, deployment options, and security considerations.

3:30pm – 4:30pm

● CAS1306: Mobility Solutions and vFabric

Session Identifiers: **CAS, TECH, EN, F, ED**

Speaker(s): Raghvender Arni, VMware, Inc.

The world is quickly shifting from applications which are PC centric solution delivery to handheld and tablet devices. How do your customers plan on adapting to this shift as they create and design new applications for these devices? What happens if these applications need to scale dynamically? What are the implications to the application architecture that you need to address? What considerations are needed for the data architecture? This session is going to show you how the vFabric platform can address these problems to provide you with a lightweight and scalable platform that provides the needed flexibility for mobile application development.

3:30pm – 4:30pm

■ CI1137: SAP Virtualization - Best Practices

Session Identifiers: **CI, TECH, C, EN, H, S**

Speaker(s): Girish Manmadkar, VMware, Inc., Vas Mitra, VMware, Inc.

This session describes best practices to help you architect and deploy SAP on VMware. The following topics will be covered: impact of hyper-threading on virtual performance and sizing virtual machine layouts (most of the recent SAP certified benchmarks on VMware have hyper-threading enabled); managing and monitoring memory of SAP in virtual machines using vC Ops (comparing ESX memory counters with counters used inside of SAP to determine discrepancies); design guidelines for SAP OLTP databases and SAP's in memory database, HANA.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

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3:30pm – 4:30pm

■ CI1165: Winning Against Microsoft for Private Cloud Opportunities

Session Identifiers: **CI, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Chanda Dani, VMware, Inc.

This is a competitive update session for Cloud Infrastructure products. The session will educate partners on VMware's key differentiators and product advantages in the areas of core virtualization and private cloud such that partners can win against Microsoft's push in this market. Attendees will learn how VMware's Cloud Infrastructure products enable customers to be more responsive to their business needs and reduce business risk. The session prepares the attendees on selling VMware's strengths, debunking Microsoft's cost and feature advantage claims, and handling common objections. Attendees will also learn about the various competitive tools and resources available to them. The session will also share insights on partner profitability with VMware vs. Microsoft.

3:30pm – 4:30pm

● ■ ▲ CI1465: What Does the Software Defined Data Center Hold for U.S. Public Sector?

Session Identifiers: **CI, SAL MGT, F, ED**

Speaker(s): Douglas Bourgeois, VMware, Inc.

Cloud computing is changing the way government delivers and consumes IT services. Put server, storage, compute and networking resources on a virtualized platform and create an efficient, agile, elastic pool of on-demand resources that comprises a cloud. This session will focus on capitalizing on cloud opportunity in the U.S. Public Sector marketplace as well as a Cloud Market Update and Win Strategy for 2013 and beyond.

3:30pm – 4:30pm

● ■ ▲ EUC1249: Learn How to Capitalize on Any Customer with Physical PCs with Mirage

Session Identifiers: **EUC, TECH, C, EN, F, H, ED, S**

Speaker(s): Aaron Black, VMware, Inc.,

VMware Mirage is a layered image management solution that separates the PC into logical layers which are owned and managed by either IT or the end-user. Update individual IT

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managed layers without disruption to other layers, thus maintaining end-user applications and data. Snapshots and backups of layered images enable desktop disaster recovery or roll back in case of failure to ensure end-user productivity. Come to this session to see the technical details of Mirage and learn from the experts their experience installing, configuring, and using VMware Mirage. A must-attend session for anyone who is looking to increase their business by demoing and selling Mirage.

3:30pm - 4:30pm

EUC1328: Rapid Deployment: Zero to Production in One Click with the VMware View Config Tool

Session Identifiers: **EUC, TECH, EN, S**
 Speaker(s): Marilyn Basanta, VMware, Inc.

Come and learn about the VMware View Config Tool. Watch a demo on how we can deploy a POC or Production ready VMware View VDI environment in just one click. The VMware View Config Tool is a virtual appliance that will take your clean ESXi host to a fully deployed VMware View VDI environment ready to go with stateless linked clone desktops deployed. Come learn how the VMware View Config Tool takes advantage of the vSphere API, PowerCLI, and VMware Studio to automate VDI deployment. Setting up an environment is as easy as filling in a few web forms and clicking “deploy”. Walk away and your VDI environment will silently install and be ready to go in a little as 90 minutes. Learn how you can bundle the View Config Tool with your own partner offerings to deliver a complete end to end VMware View Solution.

3:30pm - 4:30pm

ITT1518: Getting Operationally Ready to be a Service Broker in a Hybrid Cloud

Session Identifiers: **ITT, PRO, C, EN, F, H**
 Speaker(s): Rohan Kalra, VMware, Inc., Kevin Lees, VMware, Inc.

The biggest barrier to successful cloud computing is not technology. The biggest barrier is people and process. Merely applying existing, traditional practices and organizational structures to the cloud environment are insufficient and may in fact be hindering operational performance. Recent research shows that organizations that have modified operational processes and addressed organizational change have unlocked the greatest business benefits from cloud computing activities. This session discusses the importance

of operational maturity for cloud computing and presents VMware’s methodology for assessing operational readiness. To achieve operational readiness and attain a high level of maturity, it’s important to take a critical look at your current organization, operational processes, and the technology supporting them. Attend this session to learn how to realize the full potential of cloud deployments by understanding the impacts to people and process.

3:30pm - 4:30pm

MGT1846: Deploying vCloud Suite Management: vCloud Automation Center Technical Overview (Part 2)

Session Identifiers: **MGT, TECH, EN, F, H**
 Speaker(s): Rich Bourdeau, VMware, Inc.

vCloud Automation Center (based on technology acquired by DynamicOps) is a key component of the vCloud Suite Enterprise Edition that helps companies accelerate the deployment of cloud services, across multiple vendors, in private and public clouds. This session provides a technical overview , including how it works, policy governance, public/private cloud use cases, and deployment considerations.

3:30pm - 4:30pm

PDO008: Remote Demos – Generating Interactivity When You Cannot See Your Audience

Session Identifiers: **PD**
 Speaker(s): Peter Cohen, The Second Derivative

The name of the game in Remote Demos is interactivity! Here’s how to take your vibrant personality, push it down an internet connection, reach out to your audience, grab them, and bring them back with you. Consider demos you’ve joined remotely – how often do you find yourself reading email, muting your speaker, or simply leaving the online meeting? We’ll share top tips and the best practices for delivering crisp, compelling and effective demonstrations to audiences that you can’t see.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

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3:30pm - 4:30pm

PD0010: Apply What You Learn - Investigate a Proven Process to Leverage Your Partner Exchange Learning

Session Identifiers: **PD**

Speaker(s): Scott Anschuetz, Visualize, Inc

Often best intentions fall short after returning to the office from an event. How can you distill all this content to relay the “vision” so you, your sales teams, prospects and clients can understand what the combined value proposition is of your organization? What if you could increase success at every point in the sales funnel to maximize the return on your marketing and sales investment? We all know how to market and sell. We all know we must target new buyers and senior executives. There is a way to simplify the process. In this session Scott Anschuetz, CEO and Founder of Visualize, Inc will share with you a process and steps to simplify the value proposition, your messaging and get new buyers to engage around your unique differentiation.

3:30pm - 4:30pm

SPO2247: Take Charge of Your Customer’s Public Cloud Through the Channel Using White-labeled Solutions

Session Identifiers: **SPO, MKT, C, EN, F, H, ED, S**

Speaker(s): Luke Norris, PeakColo, Vaughn Stewart, NetApp

Is your organization looking to diversify your current SI/VAR approach in the marketplace, increase bottom-line margins, and deliver enterprise class Infrastructure-as-a-Service (IaaS) by becoming a cloud services provider?

PeakColo CEO and Founder, Luke Norris and NetApp’s Cloud Evangelist Vaughn Stewart will discuss how resellers, by white-labeling cloud services as their own, can rapidly enter the cloud marketplace under their brand without capital expenditure, enjoying a faster route to profitability.

The team will also discuss cloud storage best practices as well as technology partnerships to take advantage of compensation models.

PeakColo is an enterprise-class IaaS cloud service provider to service providers. White-labeling PeakColo’s cloud services as their own, resellers rapidly enter the cloud marketplace under their brand without capital expenditure, enjoying a faster route to profitability. With data centers in six geographies across the United States and

in Europe (Seattle, Denver, Chicago, New Jersey, New York, and the United Kingdom), PeakColo offers a cloud environment that contains tens of thousands of virtual machines and multiple petabytes of storage. PeakColo is VMware vCloud Powered and is a Platinum-level NetApp service provider.

Using best-of-breed technologies and partnerships, organizations can grow into the cloud naturally, while maintaining ownership of their customers.

3:30pm - 4:30pm

TEX1160: Virtualizing Latency Sensitive Applications

Session Identifiers: **TEX, TECH-INT, C, EN, F, H**

Speaker(s): Tim Harris, VMware, Inc.

Watch TEX1160 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=cnxtUWsBCvI

Right click on the link to launch video in new tab or window.

VMware’s Validation Services has spent over 4 years supporting partners in their efforts to push the bounds of what applications can be effectively virtualized. In this talk we focus on the work that continues around latency sensitive and realtime applications. We first focus on the common use cases and history within VMware for such applications. Then we drill down on tuning techniques for recent vSphere releases and how they have helped support these challenging applications. Finally we discuss some future directions we are taking to ensure even the most difficult such applications can be virtualized soon.

3:30pm - 4:30pm

TEX1214: Integrating with Cloud Infrastructure Suite

Session Identifiers: **TEX, TECH, EN**

Speaker(s): Prasad Pimplaskar, VMware, Inc., Sidharth Surana, VMware, Inc.

Cloud Infrastructure Suite provides various integration points at different levels of stack ranging from UI extensibility to API extensibility. We will cover these specific features that will interest the problem solver, designer, architect in partner ecosystem that is making offering to work with VMware CIS.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
- VPN** VMware Partner Network

Session Type

- SAL MGT** Sales Management
- SAP REP** Sales Representative
- TECH** Technical
- TECH-INT** Technical - Intermediate
- TECH-ADV** Technical - Advanced

- PRO EXEC** Professional Services Executive
- MKT OPS** Marketing/Business Development Operations
- PRA** Practice Manager

Areas of Interest

- C** Commercial
- EN** Enterprise
- F** Federal
- H** Healthcare
- S** SMB
- ED** SLED

Breakout Sessions: **Tuesday, February 26** **Wednesday, February 27** Thursday, February 28

3:30pm - 4:30pm

● ■ ▲ **TEX1442: vFabric Application Director and the Cloud Applications Marketplace Certification Program**

Session Identifiers: **TEX, TECH, EN, F, H, ED**

Speaker(s): Justin Broughton, VMware, Inc., Kristen Edwards, VMware, Inc, Matthew Ford, VMware, Inc.

Watch TEX1442 Session promo video now!

http://www.youtube.com/watch?feature=player_embedded&v=YhqRd1StyCw

Right click on the link to launch video in new tab or window.

VMware's cloud service provisioning technologies are purpose built for standardizing infrastructure and applications stacks to provide a self-service automated provisioning experience for end users. VMware vFabric Application Director deploys, configures and manages the full lifecycle of multi-tier applications in hybrid cloud environments. The new release of vFabric Application Director (5.0) provides many powerful new features such as Windows support, EC2 cloud deployments and updating deployments in place. VMware is also introducing a program to certify your Application Director solutions (Blueprints, Services, etc.) in the VSX Marketplace. Certifying your blueprint allows our enterprise customers to have the confidence to deploy your blueprints in their critical environments. This session will introduce you to vFabric Application Director and the VMware Solutions Exchange Marketplace. It will describe new features in the latest release and the VSX Marketplace. This session will also introduce the brand-new vFabric Application Director Certification Program for vFabric Application Director 5.0 solutions in the VSX Marketplace. We will first explain the benefits of certifying your application. Then we will walk you through the certification process. We will show you how to prepare your solution for certification, fill out the questionnaire and finally submit your solution. In addition, we will describe the kinds of tests which will be run after your component has been submitted and how your solution will be highlighted once it has been certified.

3:30pm - 4:30pm

● ■ ▲ **VPN1174: What's New in the VMware Services Software Solutions Suite**

Session Identifiers: **VPN, TECH-INT, EN, F, H,**

Speaker(s): Budianto Bong, VMware, Inc.

In this session VMware partners will learn about new updates on the software tools in the Services Software Solutions suite. We will introduce two new software tools in the portfolio: Application Dependency Planner and Desktop HealthAnalyzer. VMware partners will learn what they are and how to leverage these new tools to accelerate services delivery. Partners will also learn updates of the existing software tools in the portfolio such vSphere HealthAnalyzer, View Planner, Capacity Planner, and Migration Manager.

3:30pm - 4:30pm

● ■ ▲ **VPN1454: VMware Purchasing Programs**

Session Identifiers: **VPN, SAL MGT, C, EN, F, H, ED, S**

Speaker(s): Ryan Knauss, VMware, Inc., Djay Ramasubban, VMware, Inc.

VMware's Purchasing Programs provide flexible and cost-effective ways to purchase VMware products. Whatever your customers buying pattern, there is a purchasing plan to suit their needs. Whether your customers are making frequent, transactional buys or larger, strategically planned purchases, VMware's Purchasing Programs provide customers a flexible and cost effective way to purchase VMware products. The new Enterprise Purchasing Program offers the transaction velocity associated with smaller volume purchases and the procurement efficiency, cost savings and deployment flexibility associated with large Enterprise License Agreements.

3:30pm - 4:30pm

● ■ ▲ **VPN1497: Getting Deals Done in Public Sector: Understanding Various Funding Sources**

Session Identifiers: **VPN, PRA, F, ED**

Speaker(s): Alex Hart, VMware, Inc.

As is so often the case, simply providing your Public Sector customer with a technology solution to solve their business needs, does not solve all of their problems. In this era of

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- Basic
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- ▲ Advanced

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ever diminishing capital expenditure budgets, it is just as important to be able to help them understand what non-capital funding sources are available to pay for those solutions. This session will provide you with an understanding "color of money"; the difference between Capital and Operating Funds. You will also learn strategies on how to take advantage of revenue sources such as municipal leasing, using E-Rate funding mechanisms and Federal grants and the grant writing process to assist your customer in securing the VMware solutions they need!

5:00pm – 6:00pm

CAS1237: Migrating JEE Applications to Spring and vFabric tcServer

Session Identifiers: **CAS, TECH, EN**

Speaker(s): Emad Benjamin, VMware, Inc.,

This session talks about Migrating JEE applications to Spring and vFabric tcServer environment. To start with initially, I will discuss about the business challenges/demands in the current IT environment and highlight the drivers to migrate apps to Spring and tcServer. Then the session talks about the advantages migrating to tcServer. Then the different phases involved in migration. One of the important part of the session is the strategies and techniques involved in the migration JEE apps, in Which I will discuss about various strategies and techniques to migrate JEE specifications like EJBs, Web tier, service layer, transactions, distributed transactions, remoting, datasources, data-access objects, security, messaging and monitoring. Then I will demonstrate on how to analyze the impact of migration using Spring Migration Analyzer (SMA) tool to focus on estimates and efforts to move to Spring by demoing DayTrader reference application through SMA. Finally I will summarize and highlight the key take-aways from the session.

5:00pm – 6:00pm

CI1289: Oracle Database Virtualization - Best Practices

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Kannan Mani, VMware, Inc.

Recommended practices for virtual data centers with Oracle Databases. Industry experts will discuss the successful management of virtual data centers and the virtual infrastructures they contain. The successful design, management and monitoring of virtual infrastructures is the key to the virtualization of Oracle environments. Sizing, storage and

networking design options will be discussed. Attendees will listen to lessons learned, recipes for success and common mistakes to avoid in the virtualizing Oracle Databases along with rapid deployment Oracle Database Servers using VMware Data Director.

5:00pm – 6:00pm

CI1371: vCloud Networking and Security - How to Build a Practice Around It

Session Identifiers: **CI, PRO, C, EN, F, H, ED, S**

Speaker(s): Allen Shortnacy, VMware, Inc.

In this session you will learn what products VMware provides to enable you to build or grow your security practice in virtual environments. Learn how VMware’s vCloud Networking and Security suite and vCenter Configuration Manager can be used to secure the software defined datacenter. We’ll also discuss how 3rd party security products integrate with VMware and provide additional security in the area of Antivirus, encryption, file integrity monitoring and IDS/IPS rounding out your portfolio and providing customers a secure virtual environment. The session will also cover use cases for security services such as PCI and DMZ’s.

5:00pm – 6:00pm

EUC1247: VMware Mirage: Increase Your Sales with Physical PC Management

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Aaron Black, VMware, Inc.,

VMware Mirage is a layered image management solution that separates the PC into logical layers which are owned and managed by either IT or the end-user. Update individual IT managed layers without disruption to other layers, thus maintaining end-user applications and data. Snapshots and backups of layered images enable desktop disaster recovery or roll back in case of failure to ensure end-user productivity. Mirage offers a unique way for IT to upgrade Windows XP endpoints to Windows 7 without disrupting user data or profile, with easy Windows XP rollback, with zero-touch on the end-users device by IT, and minimal user down time to the end-user. Mirage is even optimized for the WAN, and can upgrade remote offices and remote workers without any additional branch infrastructure required.

With Mirage we’ll show you how you can increase your sales by expanding your total addressable market to any customer with physical PCs in their organization!

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

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Breakout Sessions: **Tuesday, February 26** **Wednesday, February 27** Thursday, February 28

5:00pm – 6:00pm

▲ EUC1313: Troubleshooting VMware View: Looking under the Hood

Session Identifiers: **EUC, TECH-ADV, C, EN, F, H, ED, S**

Speaker(s): Matt Coppinger, VMware, Inc., John Dodge, VMware, Inc.

Attend one of the most popular EUC session at VMworld! Learn from VMware's best field troubleshooters on how to identify common and key issues with VMware View.

5:00pm – 6:00pm

● ■ EUC1330: Business Process Desktop: Implementation and Best Practices

Session Identifiers: **EUC, TECH, EN**

Speaker(s): Marilyn Basanta, VMware, Inc., Tony Huynh, VMware, Inc.

This session will show you how to implement the Business Process Desktop Solution. The Business Process Desktop solution architecture provides business across the globe a cost-effective blueprint to support offshore and outsourced employees that improves user access, centralizes desktop management, enhances data security, and maximizes employee uptime. Learn about the unified communications partner offerings and their best practices for offering real-time voice, presence, IM, and messaging in a virtual desktop.

5:00pm – 6:00pm

■ MGT1531: Deploying vCloud Suite Management: vFabric Application Director Technical Overview (Part 3)

Session Identifiers: **MGT, TECH, EN, F, H**

Speaker(s): Usha Parsa, VMware, Inc., Christian Paulus, VMware, Inc.

Application Director is a key component of the vCloud Suite Enterprise Edition that allows you to rapidly create customized, policy-based PaaS environments for your customers. In this technical session, we will discuss the benefits of a model-driven approach to cloud service-provisioning across public and private clouds. You will learn about blueprints, deployment profiles, cloud abstraction and the VMware Cloud Application Marketplace so that you can successfully deploy Application Director and demonstrate the full functionality of the vCloud Suite.

Session Identifier Key

Expertise Levels

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- Intermediate
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5:00pm – 6:00pm

■ MGT1537: Automating IT Configuration and Compliance Management for Your Cloud

Session Identifiers: **MGT, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Becky Smith, VMware, Inc.

So often the term compliance is associated with government regulations and shrill news headlines of CEOs facing jail terms. Get back to basics. In this technical session, learn how to manage and control virtual infrastructure, virtual and physical server and desktop configuration changes. Learn how to effectively leverage vCenter Configuration Manager (VCM) as a solution to address centralized configuration compliance management for internal standards, security best practices, vendor hardening guidelines, and even regulatory mandates.. vCenter Configuration Manager is a cloud-aware, management solution that can be used to drive configuration compliance and patching in private, public or hybrid clouds - across heterogeneous, virtual or physical infrastructures.

5:00pm – 6:00pm

PD0009: Richer, Deeper Discovery – For Faster Sales Cycles and Larger Orders

Session Identifiers: **PD**

Speaker(s): Peter Cohen, The Second Derivative

The vendor that does a better job in Discovery very often wins the order – here's how to outflank your competition from the beginning and throughout your relationship with your customers. We'll discuss key aspects of doing qualification vs. Discovery, including timing, flow, and a number of critical questions that will help (rather dramatically) reduce your "no decision" rates.

5:00pm – 6:00pm

● ■ ▲ SPO2346: Understanding the Business Cloud and Endpoint Access

Session Identifiers: **SPO, MKT, C, EN, F, H, ED, S**

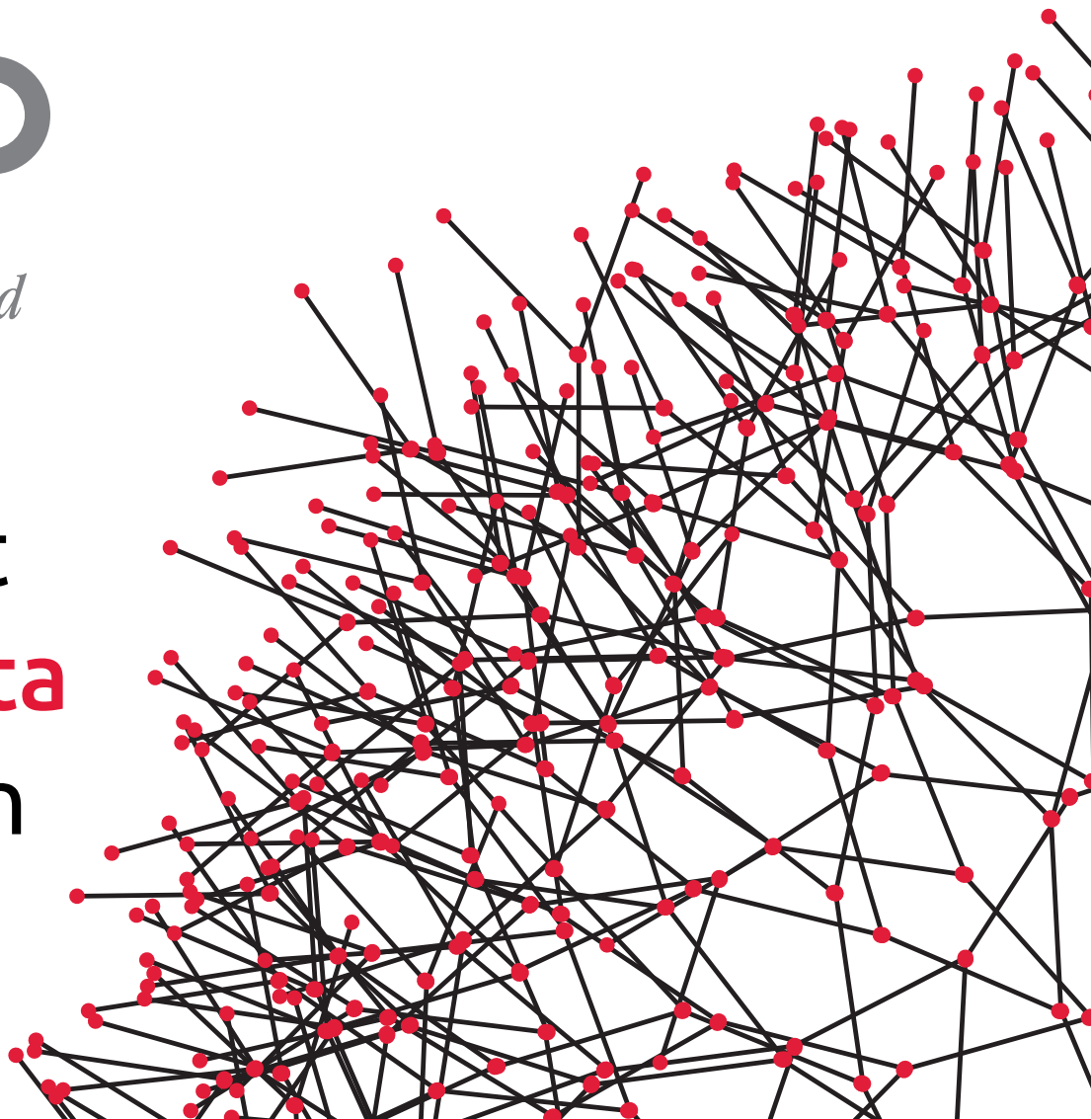
Speaker(s): Brian Nowlin, SAMSUNG ELECTRONICS CO.,LTD, Gregory Spence, Samsung Electronics America

Understand the corporate cloud landscape and learn how today's endpoint device technology gets you there. Unravel mysteries and misconceptions by seeing how all of this great technology interconnects. This session will look at how endpoint devices can simplify IT administration at the desktop while optimizing built-in efficiencies found in desktop virtualization.

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solving forward[®]

BOOTH #1213

9:00am – 11:00am

MGT1568: Building Demos with the New vCenter Operations Management Demo Kit (Session for Tech Post-sales)

Session Identifiers: **MGT, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Bill Amirault, VMware, Inc., Yves Sandfort, Comdivision Consulting GmbH

Get a jumpstart building a vCenter Operations Management demo environment. The vCenter Operations Management Demo Sandbox Kit includes all of the required components to build out a use case demo environment in a few simple steps. In this session, VMware product experts will demonstrate step-by-step how to deploy a downloaded vApp which includes VC Ops, VIN and Hyperic software plus pre-populated data. Then you'll learn how to extend the environment to showcase other VMware Management solutions like VCM and vCO. The Sandbox Kit available to Partners who complete the Management Competency.

9:00am – 11:00am

▲ TEX1940: Cloud Applications and Big Data Roadmap (TAP only)

Session Identifiers: **TEX, TECH, EN, F, H, ED**

Speaker(s): Fausto Ibarra, VMware, Inc., Killian Murphy, VMware, Inc.

This session will cover two areas:
The first, **Cloud Applications**, will cover VMware's roadmap to support new types of applications on virtualized infrastructure. This will include a discussion of Cloud Foundry along with additional services supporting scale out and mobile applications.
The second, **Big Data**, will address VMware's roadmap for Big Data applications, including a discussion of Project Serengeti, how we are making vSphere the best platform for multi-tenant and elastic Hadoop, and our plans to support new workloads like Hadoop 2.0, HBase and Hadoop analytics.

9:00am – 11:00am

CAS1301: vFabric tc Server : Apache Tomcat +

Session Identifiers: **CAS, TECH-ADV, C, EN**

Speaker(s): Daniel Carwin, VMware, Inc.

Software partners delivering applications based on Java Enterprise standards like Servlets and JSPs are increasingly turning to lightweight containers like Apache Tomcat. vFabric tc Server offers the same lightweight platform as Tomcat, but with the advantages of Enterprise measuring and monitoring tools and advanced integration with development and tuning tools. VMware also offers complete support for Tomcat and tc server, something we're in a unique position to provide because key Apache Tomcat committers are VMware employees. This session describes the value of tc Server's enterprise features, which do not impact its 100% compatibility with Apache Tomcat. Attendees will learn best practices for deploying and delivering their Servlet and JSP-based applications on tc Server as well as how to leverage the additional features to go beyond customer satisfaction to customer delight.

9:00am – 10:00am

●▲ CI1492: Accelerating Service Delivery with a Campus Cloud

Session Identifiers: **CI, SAL REP, F, ED**

Speaker(s): Jad El-Zein, VMware, Inc.

Meeting the service demands of today's students and staff within the constraints of budget, service-level agreements and security parameters requires faster access to infrastructure. Cloud computing helps accelerate the delivery of policy-based, automated IT services further exploiting the storage, networking and security capabilities provided by virtualization. This session will explore the basic considerations and requirements of building a campus cloud, and provide guidance on the how you can uncover these opportunities in the Education market.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

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Session Type

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Areas of Interest

- C** Commercial
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9:00am – 10:00am

● ■ ▲ **CI1544: vSphere Web Client - Technical Walkthrough**

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Justin King, VMware, Inc.

With the release of vSphere 5.1 was a new primary client for the management of vSphere Solutions. With this session we will build competency in the adoption of the vSphere Web Client by highlighting the differences, easing the initial reaction to a web client and show you how to wow your customers with real world use cases.

9:00am – 10:00am

■ **EUC1145: Application Strategy Best Practices**

Session Identifiers: **EUC, TECH, C, EN, F, H, ED, S**

Speaker(s): Mike Coleman, VMware, Inc., Raymond Dusseault, VMware, Inc.

In this session we'll provide an overview of the components that make VMware's EUC applications offerings. Learn about real world best practices and EUC Application strategy for an enterprise. We'll cover everything from Web-bases SAAS application delivery to application remoting. We'll also look at how to handle departmental and user-installed applications.

9:00am – 10:00am

● ■ **EUC1171: Customer Quoting Scenarios for End User Computing**

Session Identifiers: **EUC, SAL REP, C, EN, F, H, ED, S**

Speaker(s): Diana Tsao, VMware, Inc.

With the addition of new products into the VMware End User Computing platform, determining which product to offer can be challenging. This session will cover the latest pricing and packaging updates including how to tackle different licensing metrics, reasons for customers to upgrade, and how to handle end of availability product packaging. Attend this session to better understand your customer use case and be able to offer a path that best meets their needs.

9:00am – 10:00am

● ■ ▲ **EUC1455: Deploying Zimbra Collaboration Server and Appliance on vSphere v5.1**

Session Identifiers: **EUC, TECH-ADV, C, EN, F, H, Sd**

Speaker(s): Charles Windom, VMware, Inc.

Want to learn how to reduce time to provision, operational management, simplified high availability and BC/DR for messaging systems. The Zimbra Collaboration Appliance 8 has multiple deployment methods. Outline: This session will cover the deployment methodologies for deploying the Zimbra Collaboration 8 Appliance. We will cover deploying the appliance as a single node and a highly scalable multi-node configuration of vSphere v5.1. We will also cover configuring the appliance for HA and present information on how to provide business continuity and disaster recovery for the appliance as well.

9:00am – 10:00am

● ■ ▲ **EUC1476: Differentiating and Winning Mobility Opportunities in Public Sector**

Session Identifiers: **EUC, SAL REP, F, ED**

Speaker(s): Bryan Salek, VMware, Inc.

The increasing popularity and adoption of mobile devices continues to gain momentum in the government sector. However, moving existing applications to a mobile platform can incur new development costs, and lightweight portable devices that are ideal for workers can represent significant security risks if lost or stolen. How can you embrace this new technology shift that will increase productivity and ultimately improve services? Join this session and learn how VMware end user computing solutions can extend the life of existing applications, reduce costs associated with desktop management and eliminate the risk associated with a mobile device strategy. Moreover, you will learn where to uncover these initiatives in Federal, State & Local Government that drive profitable service engagements and licensing requirements.

Session Identifier Key

Expertise Levels

- Basic
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9:00am – 10:00am

■ MGT1534: Achieving a Trusted Cloud

Session Identifiers: **MGT, TECH-INT, EN, F, H, ED**

Speaker(s): Becky Smith, VMware, Inc.

Data security starts with knowing where your data is and whether it's compliant with a myriad of company mandates, as well as regulations and laws from around the world. A truly "Trusted Cloud" model not only safeguards against sophisticated threats, but provides visibility and control to support basic IT functions like change management, configuration management and access controls. In this technical session, VMware demystifies top security and compliance concerns CIOs cite as barriers to cloud adoption and the virtualization of mission-critical applications. Learn how VMware's solution for Trusted Cloud (vCenter Configuration Manager, vCenter Infrastructure Navigator and vShield Manager) allows IT administrators to deploy and secure mission critical workloads and reduce business risk based on pre-defined policy.

9:00am – 10:00am

■ ▲ TEX1294: Integrating with vSphere Web Client SDK

Session Identifiers: **TEX, TECH, EN**

Speaker(s): Laurent Delamare, VMware, Inc., Peter Shepherd, VMware, Inc., Nimish Sheth,

Watch TEX1294 Session promo video now!
http://www.youtube.com/watch?feature=player_embedded&v=8thHnzusPn0
 Right click on the link to launch video in new tab or window.

If you are ISV, partner and intend to integrate with vSphere Web Client UI you do not want to miss this session. This session will make you comfortable with vSphere Web Client architecture and programming using SDK and walk you thorough steps of getting it done.

9:00am – 10:00am

■ ▲ TEX1441: VMware Compliance Reference Architecture Framework

Session Identifiers: **TEX, PRA, C, EN, F, H**

Speaker(s): Allen Shortnacy, VMware, Inc.

If you're a partner involved in delivering business critical applications on VMware vCloud Suite then you'll want to learn how you can also support the migration of compliance centric business critical applications on the same vCloud Suite infrastructure. You'll begin to accomplish this goal by developing service offerings around VMware's ongoing efforts to deliver compliance-oriented solutions for PCI and Healthcare. Specifically, the QSA Validated VMware Reference Architecture for PCI will be discussed along with the VMware Solution Guide for HIPAA/HiTECH. Partners will also learn about VMware's ongoing efforts to deliver validated joint reference architectures with infrastructure and security partners that are based on VMware specific compliance reference architectures. Other efforts, such as the VMware GTS Compliance Solution Toolkit for PCI, will be discussed as we survey a methodology for building service offerings around these credentials published by VMware (and technology partners) and validated by 3rd party accredited audit partners. Leveraging content presented in this session will allow partners to gain the confidence that what you'll be proposing can deliver on the promise of running business critical applications on VMware vCloud Suite. VMware relies on partners as trusted advisors to our customers that those applications with compliance needs can be run side by side on the same infrastructure and achieve successful audits while providing appropriate risk visibility.

9:00am – 10:00am

■ VPN2142: VAR: To Be a Managed Service Provider or Not to Be, That is The Question

Session Identifiers: **VPM, Marketing / Business Dev, C, EN, S**

Speaker(s): Sid Earley, VMware, Inc.

VARs, like the technology vendors they partner with, are under increased pressure to find new revenue streams. In order to relieve this pressure, should the VAR offer managed services solution to their customers, partner with other providers to sell and deliver managed services, or not offer them at all? A simple and flexible decision analysis methodology designed to help the VAR make this decision will be presented in this session.

Session Identifier Key

Expertise Levels

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10:15am – 12:15pm

▲▲ CI1545: vSphere - Deployment Best Practices

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Justin King, VMware, Inc.

With the new technologies introduced with vSphere 5.1 many unanswered questions exist with designing and deploying the vSphere 5.1 environment. This session will share best practices learned from the field and provide common scenarios with recommended configurations of vCenter, SSO, Inventory Service and the web client that will future proof your customers environment.



10:15am – 11:15am

▲ CI1120: Virtualizing Java and Middleware with VMware

Session Identifiers: **CI, TECH, EN, F, H, ED**

Speaker(s): Emad Benjamin, VMware, Inc., Justin Murray, VMware, Inc.

This session describes the main technical considerations when virtualizing Java and middleware systems on VMware vSphere. The presenters will give a detailed explanation of a set of proven practices for getting the best out of Java and middleware-based applications on VMware vSphere. The session will do a deep-dive on the main computing resources that affect Java performance, and look at the main sizing considerations for middleware systems. This will allow you to set up your system for the best outcome on the VMware virtualization platform. The guidelines given here were derived from customer experiences and from VMware's own internal testing of Java applications, along with lessons we learned from ISV partners who deliver Java applications on VMware today. Reference to other source material will also be given. The attendee will come away with a high degree of confidence that he/she can virtualize their Java and middleware systems today.

10:15am – 11:15am

▲▲ CI1225: vSphere Distributed Switch - What's New

Session Identifiers: **CI, TECH, C, EN, F, H, ED**

Speaker(s): Vyenkatesh Deshpande, VMware, Inc.

The Software Defined Networking (SDN) is one of the key pillars of the Software Defined Data center platform. In the SDN solution, vSphere Distributed Switch (VDS) is the key component that helps create a flexible and scalable network. This session will help partners learn how to setup and configure VDS. It is important for partners to move the focus from Standard switch to distributed switch. By learning how customers can use these advanced VDS features, partners can talk to the customers confidently about the value of VDS over VSS(Standard switch). Transitioning customers to VDS will bring more revenues to partners in terms of licensing and solution/services.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
- ▲ Advanced

Tracks

- CAS** vCloud Application Services
- CI** Cloud Infrastructure
- EUC** End-User Computing
- ITT** IT Transformation
- MGT** Management

- PD** Professional Development
- SPO** Technology/Sponsor
- TEX** Technology Exchange
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Session Type

- SAL MGT** Sales Management
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Areas of Interest

- C** Commercial
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- F** Federal
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- S** SMB
- ED** SLED

10:15am – 11:15am

● **CI1511: Disaster Recovery to the Cloud using SRM – Opportunities for Partners.**

Session Identifiers: **CI, SAL REP, C, S**

Speaker(s): Bryan Evans, VMware, Inc.

Do you know that Disaster Recovery is one of the primary use cases for companies looking to adopt Public Cloud? VMware's Business Continuity/ Disaster Recovery solution provides Service Providers and Partners the path to help customers take the first step towards a Public Cloud. In this session, we'll reveal the business opportunities and use cases for service providers and partners with VMware Disaster Recovery and Data Protection Solutions. You will learn about customers' requirements and challenges with Disaster Recovery and Data Protection. Find out how VMware solutions can help reduce disaster recovery costs and help you expand your business by selling the simplest and the most reliable Disaster Recovery and Data Protection solutions and services for the virtual environment.

10:15am – 11:15am

■▲ **EUC1211: EUC Readiness: Aligning IT Services to Business User Needs**

Session Identifiers: **EUC, OPS, EN, F, H, ED**

Speaker(s): Kristopher Boyd, VMware, Inc.

Operational Readiness is a measure of an organization's maturity to align their IT services to business user needs. Covering topics such as End User Computing Service, Infrastructure, EUC Business Control, and Operations, customers can learn about best practices and assess their people and processes to discover where they may be holding them back, potentially eroding their gains, and reveal the critical areas for immediate improvement. By benchmarking organizations operational readiness against best practices and the VMware Operational Maturity Model, they will quickly understand where to invest and what to leave alone to deliver increased productivity, streamline operations, and improve overall results of any End User Computing environment.

10:15am – 11:15am

●■ **EUC1286: End User Computing - Workforce Flexibility without IT Complexity**

Session Identifiers: **EUC, SAL MGT, C, EN, H, ED, S**

Speaker(s): Jaleh Rezaei, VMware, Inc.

This session focuses on the business challenges organizations face addressing the flexibility of a new mobile workforce, while ensuring control and reducing the complexity for their IT administrators. In this session you'll learn what the key strategic market drivers are; how to identify customers in need and how to address their needs head-on with a new approach.

10:15am – 11:15am

●■▲ **EUC1375: EUC Design Double Check - Effectively Validating your EUC Solutions**

Session Identifiers: **EUC, TECH, C, EN, F, H, ED**

Speaker(s): Justin Venezia, VMware, Inc.

This session will provide partners with effective techniques, methodologies, and real-world examples on how to ensure what the design will work - not only functionally, but at scale. VMware architects will share their experiences and tips/tricks on how to validate your EUC designs/implementations.

10:15am – 11:15am

■ **EUC1419: Load Balancing with VMware End User Computing Solutions**

Session Identifiers: **EUC, TECH-INT, C, EN, F, H, ED, S**

Speaker(s): Stephane Asselin, VMware, Inc., Simon Long, VMware, Inc.

VMware End User Computing solutions contains an on-premise service that enables organizations to centrally manage the provisioning, access and usage of software-as-a-service (SaaS) applications and Windows applications, while applying the standardized security and access controls the organization requires. This session will provide partners with an understanding of basic load balancing concepts and real-world examples of load balancing across the EUC application components. VMware EUC architects will share their real-world experiences and best practices to ensure success when implementing load balancing technologies.

Session Identifier Key

Expertise Levels

- Basic
- Intermediate
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In this session, we will explain the scenarios and components to transform a regular on-premises deployment into a fully load-balanced, Highly available deployment.

10:15am – 11:15am

MGT1469: Cloud Management and the vCloud Suite

Session Identifiers: **MGT, SAL REP, EN, F, H, ED**

Speaker(s): Rich Bourdeau, VMware, Inc., Dan Mitchell, VMware, Inc.

First announced at VMworld San Francisco 2012, the vCloud Suite brings together in once package, all the necessary capabilities to deploy and operate a cloud capable of supporting the most demanding requirements for Tier 1 applications. These session will look at the included management capabilities and highlight how these capabilities can be leveraged to deliver the QOS, Security and Compliance and Service Provisioning capabilities required for comprehensive Cloud Operations.

10:15am – 11:15am

TEX1403: Keep It Simple with Automation Development Best Practices

Session Identifiers: **TEX, TECH, EN, F, H, ED**

Speaker(s): Savina Ilieva, VMware, Inc.

Your company is a Service provider or Top Enterprise player, constantly optimizing the business processes. You have been embracing the innovation and technology challenges towards your way to success. Your business ecosystem comprises of complex solutions based on heterogeneous platforms and application silos. One of the biggest challenges is how to optimize the efficiency of such a cross system environment. Let's Keep It Simple and apply the Orchestration by using what your Company has in-house. The session will present how to cope with the Datacenter complexity and increase the automation development efficiency by revealing the workflow development best practices and principles to automate with simplicity in mind. Stay tuned for the out of the box tools and gadgets of vCloud Automation Center and vCenter Orchestrator. Get to know why workflow design and development has never been so intuitive and programming free. Streamline your business easily with out-of the box cross-system automation.

10:15am – 11:15am

VPN1424: White Labeling vCloud Services with VSPP Partners

Session Identifiers: **VPN, SAL MGT, EN**

Speaker(s): Bart Schneider, VMware, Inc.

The Hybrid/Public Cloud is rapidly changing the landscape for the VMW partner community and then in particular for our Solution Providers and Distributors. To enter the Cloud Market these partners need to make a decision whether they built a Cloud Infra themselves our white label this with our existing vCloud Service Providers. White labeling will be the best and quickest option as they can take advantage of the core business from the SP and add value and services on top of that. In EMEA we have more and more VMW vCloud Partners who are delivering there laas cloud infrastructure as a white label proposition to our VMW Solution Providers and Distributors. To share this proposition with all other partners we invited for a panel discussion 2 or 3 people from our vCloud Service Providers and 2 or 3 people from our Solution Providers and or Distributors. Goal is to get around 150 partners/attendees in this session and Bart Schneider will be the VMW presenter.

11:30am – 12:30pm

CAS1210: vFabric Reference Architecture Overview: The Tour SIs Have Been Waiting For

Session Identifiers: **CAS, TECH-INT, EN, F, H, ED**

Speaker(s): Emad Benjamin, VMware, Inc.

vFabric Reference Architecture overview is the new, in-depth tour of a working vFabric environment that SIs have been waiting for. This session provides a complete look at the vFabric stack as a software architecture where the structures, respective elements and relations provide templates for concrete architectures. All these architectures can be applied to a particular domain or in a family of software systems for expanding efficiencies and business agility with the cloud application platform. SIs will receive in depth information on 13 different vFabric topics and see how the architecture functions in a complete, fully stacked, vFabric environment based on Spring Trader. This session will be a must on everyone SI's list for PEX 2013.

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11:30am – 12:30pm

CI1421: vSphere Single Sign On - Deployment Guide

Session Identifiers: **CI, TECH, EN, F, H**

Speaker(s): Jared Schuler, VMware, Inc.

In vSphere 5.1, Single Sign On (SSO) was introduced. This session will discuss the new features available with SSO, from a single point for user administration to easy vSphere product registrations/installations. This session will be of particular interest to pre-sales engineers to help in deciding how to plan out an installation of Single Sign On. We will also discuss the different methods to which you can utilize SSO for HA, Multi-Site and Basic modes. And we'll go into the benefits of each method as well and the common pitfalls. We'll also go into the benefits of utilizing SSO over past methods of authentication within vSphere and discuss why Single Sign On is an advantage to customers. The material will explain: - Key differences with SSO in the environment - Setting up / upgrading - Troubleshooting after SSO is implemented in production.

11:30am – 12:30pm

CI1435: Site Recovery Manager - Technical Walkthrough

Session Identifiers: **CI, TECH, C, EN, F, H, ED, S**

Speaker(s): Ken Werneburg, VMware, Inc.

This will be a mid-level technical overview and walkthrough of Site Recovery Manager 5.1 features and capabilities. We will cover use cases and architecture, as well as talk about replication considerations. Different workflows in SRM, as well as best practices for quicker and easier recovery will be discussed. We will wrap up with Q&A.

11:30am – 12:30pm

CI1783: Business Critical Apps and Professional Services

Session Identifiers: **CI, PRO, EN, F, H, ED**

Speaker(s): Anthony Kolar, VMware, Inc.

Professional service is one of the largest and most profitable opportunities in virtualizing business critical applications (e.g., Exchange, SQL, Oracle, SAP, etc.). That total available professional services market exceeds \$15 billion. This session will cover the services

opportunity, how to position services, the types of services for virtualizing business critical applications, and case studies. You will hear from the VMware Professional Services organization and also from a successful partner peer.

11:30am – 12:30pm

EUC1311: Helping Customers Successfully Build EUC as a Service

Session Identifiers: **EUC, PRO, C, EN, F, H, S**

Speaker(s): Rasmus Jensen, VMware, Inc., Justin Venezia, VMware, Inc.

An EUC projects is rarely brought to a halt by technical shortcomings or limitations in the products behind the proposed solution but rather by lack of clearly defined goals and use-cases and proper project management.

Most EUC transformation projects should not evolve around enabling View or other VMware EUC products as a technology - they should be more concerned with driving customers business requirements and have the products and technology support those requirements, to avoid having technology dictate customer use.

This session walks through proven phases of real life large scale EUC projects that have either ended successfully or are ongoing in implementation. Examples and lessons learned are from large scale (2000+ seats) installations with a typical project lifespan of +1 year.

Subjects to be discussed amongst other will be:

- How to plan for projects that lasts multiple years
- Project plan overview to help partners align resources and plan ahead
- Aligning customer requirements with product capabilities in the right phases
- Modular implementation approach to allow for ease of scale and upgrades

11:30am – 12:30pm

EUC1322: Enabling Cloud Desktops (DaaS) – Partner Opportunities and Technology

Session Identifiers: **EUC, TECH-INT, EN, F, H, ED**

Speaker(s): Mark Benson, VMware, Inc., Scott Davis, VMware, Inc.

This session will cover an emerging opportunity for VMware partners, Desktop as a Service (DaaS), the delivery of virtual desktops from the public cloud via service providers.

This session will discuss the unique DaaS landscape and challenges, opportunities and customer use cases and the enabling technology details. View Agent Direct-Connection

Session Identifier Key

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Breakout Sessions: Tuesday, February 26 Wednesday, February 27 **Thursday, February 28**

Plug-in is a new extension to VMware View that allows direct connection between View Clients and View Desktops. It is being made available to specific partners in support of Desktop-as-a-Service (DaaS) use cases.

11:30am – 12:30pm

● ■ **MGT1514: Increase Margins and Deliver Value Added Services with VMware Management Offerings for Service Providers**

Session Identifiers: **MGT, MKT**

Speaker(s): Ibbi Rahmani, VMware, Inc., rnahas rnahas, VMware, Inc.,

VMware partners delivering vCloud Services have enjoyed the benefits of a robust cloud stack, from the rock solid performance and availability of the vSphere platform to the ability to efficiently provision and manage customers' virtual datacenters in vCloud Director. Now, with the addition of vCenter Operations Suite 5.6 and several other add-on management products, cloud providers can better manage their own infrastructure service levels and capture new revenue streams through add-on services delivered to customers. This session will give an overview of the exciting new management product offerings available to Service Providers, including a new vCloud Service Provider Bundle.

11:30am – 12:30pm

● ■ ▲ **MGT1840: vCloud Automation Center – Extending Beyond vSphere Environments**

Session Identifiers: **MGT, , EN, F, H, ED**

Speaker(s): Dan Mitchell, VMware, Inc.

VMware firmly believes that the most efficient cloud infrastructure resides on a standardized and well-proven hybrid (private and public) stack that includes VMware vSphere and VMware vCloud Director as its foundation. At the same time, VMware recognizes that many customers have a need to centrally manage the lifecycle of heterogeneous virtual and physical resources.

vCloud Automation Center enables customized, self-service provisioning and lifecycle management of cloud services that comply with established business policies. It provides a secure portal where authorized administrators, developers or business users can request new IT services as well as manage existing computer resources from predefined user-specific menus.

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Symantec and VMware® let you virtualize with confidence. Our integrated products enable the high levels of compliance and protection required to run critical applications in virtualized environments. Automate policies, improve performance, mitigate risk, and more. Symantec and VMware put the cloud to work for you. **Visit us at booth #1601.**

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BROCADE 

Energize Your Customer Base with the Best Networking Products for Virtualization and the Cloud

- Visit Brocade to build your own Ethernet fabric for the cloud in less than 10 minutes.
- Join our Breakout Session (SP02309, Wed. Feb 27 at 11am) on Selling End User Computing and Open Converged Infrastructure.



DAILY DRAWINGS FOR APPLE IPAD MINIS AT BOOTH 208 AND AT OUR BREAKOUT SESSION!

HANDS-ON LABS

A long-exposure photograph of a city street at night, showing light trails from cars and buildings, with a blue color cast. The image is used as a background for the 'HANDS-ON LABS' section header.

HANDS-ON LABS

More than 20 highly relevant lab topics to enable partners to develop deployment skills across core and emerging products in a relaxed, self-paced environment. Work directly with VMware products and experience them coming to life.

Level 2 | Lagoon Ballroom

Hours:

Sunday, Feb. 24	10:00am – 2:00pm
VMW Employee Soft Launch	
Monday, Feb. 25	9:00am – 5:00pm
Tuesday, Feb. 26	11:00am – 6:00pm
Wednesday, Feb. 27	9:00am – 6:00pm
Thursday, Feb. 28	9:00am – 2:00pm

Thank you to our generous lab sponsors for providing the equipment to run the hands-on labs:



Applications

HOL-APP-01: Manage Your vCloud Suite Applications with VMware vFabric Application Director

See how the VMware vCloud Suite can simplify your application management workflows. In this lab you will create an application blueprint for Nanotrader, a three-tier web application based on vFabric suite of products. Next, you will deploy the blueprint to the cloud with VMware vFabric Application Director. Finally, you will scale out tcServer app-servers and load balance them in vFabric web server.

HOL-APP-02: Deploy Applications in a Platform as a Service (PaaS) World with Cloud Foundry

Gain hands-on experience with VMware Cloud Foundry by deploying an application and elastically scaling the application infrastructure. The lab begins with a development environment containing the “Spring Travel” application. You will configure the development environment to deploy applications to a VMware Micro Cloud Foundry server. The lab also explores the ability to elastically scale the application infrastructure. If you want to learn more about Platform as a Service (PaaS) or if you are building custom applications, then this lab is a must!

HOL-APP-03: Enable Database as a Service (DBaaS) in Your Cloud with VMware vFabric Data Director

Experience how VMware vFabric Data Director simplifies Oracle and vPostgres

management when they are running on vSphere. You will gain hands-on experience with Database as a Service (DBaaS) capabilities such as self-service provisioning, cloning and database upgrades. This lab is ideal for both Database and vSphere Administrators.

HOL-APP-04: Implement Cloud Ready Databases with VMware vFabric SQLFire

It can be a great challenge to scale data-intensive applications. As the number of users grow, traditional databases become a bottleneck. With VMware vFabric SQLFire, your organization can add a sophisticated distributed data platform to applications that require high performance under shifting user loads. In this lab you will gain hands-on experience with modern scale-out database design concepts, distributed SQL queries, dynamic and elastic horizontal scalability, continuous high availability and synchronization with existing databases. Come see how applications designed for traditional databases can leverage SQLFire to enjoy the benefits of cloud computing.

HOL-APP-05: Scale Your Applications with VMware vFabric

Learn how easy it is to scale your applications with VMware vFabric solutions. You will walk through the application scaling capabilities of the vFabric suite. The lab highlights the dynamic nature of the vFabric runtime services including vFabric Administration Server, tc Server, vFabric Web Server, and GemFire.

End-User Computing

HOL-EUC-01: Build and Operate the Mobile Secure Desktop

Provide a secure workspace for your full-time staff and part-time contractors. Today’s users demand access to corporate resources from multiple devices and operating systems, as well as the flexibility to work from home and remote offices. In this lab you will use VMware ThinApp to protect against application corruption and VMware vShield App to prevent unauthorized access between user desktops.

HOL-EUC-02: Build and Operate the Business Process Desktop

Learn how VMware solutions add value to the business desktop through an improved End User Experience, Persona Management and Universal Communications. You will walk through the end user experience and then see the difference with a high quality PCoIP connection. Next, you will use Persona management to save personal updates and changes. Finally, you will walk through a universal communications soft phone experience and use one vDesktop to communicate to a second vDesktop.

HOL-EUC-03: Troubleshoot and Optimize VMware View

This lab covers new performance features in View 5.1 with two 30 minute lightning lab modules. The first module replicates common issues with a Windows 7 VDI deployment. You will touch all of the components of View, vSphere and Active

Directory/GPOs to troubleshoot the VDI desktop. The second module demonstrates Windows 7 desktop optimization and guides you through new features in View 5.1 including PCoIP tuning.

HOL-EUC-04: Discover VMware Horizon Application Manager

Explore VMware Horizon Application Manager through two 15 minute and one 30 minute lightning lab module. In this lab you will gain hands-on experience using, administering and integrating VMware Horizon Application Manager. First, you will use the interface from different devices and add applications to the workspace. Second, you will entitle applications to users and create usage reports. Third, you will setup a SaaS-integration. Take all three modules, or just one. Learn Horizon today.

HOL-EUC-05: Never Lose an Email, or a Sense of Security, with VMware Zimbra

Users today are mobile and leverage more devices than ever before. Email has become the life-blood of communication in most companies. This lab will take you through a scenario where a user (Alice) has just had her laptop stolen. She had recently archived all of her email locally to be able to have it available on the plane while on the business trip and is now nervous that she will have a compliance issue to deal with. Thankfully the IT team back at corporate had recently upgraded their email to Zimbra version 8. Alice is asking what IT can do to not only get her back online but more importantly, how to secure her data. This lab will showcase the capabilities of Zimbra from both the end-user and email administrators point of view.

HOL-EUC-06: Create Stunning Presentations with SlideRocket

This lab will provide an overview of the capabilities of the SlideRocket presentation tool. You will create a free personal account and create your first online presentation showcasing some of the most exciting features of SlideRocket. You will learn how to use SlideRocket's sharing features, view analytics, and leave with the knowledge and excitement to transform your presentations into powerful story-telling tools.

HOL-EUC-07: Social Collaboration for Your Enterprise with VMware Socialcast

Learn VMware Socialcast, the market-leading enterprise social network, through two 30 minute lightning lab modules. Socialcast enables your company to easily collaborate on ideas, documents, and projects. In the first module you will login to an interactive Socialcast environment to get a feel for what a production deployment of Socialcast might look like. The second module will introduce the advanced administration features of VMware Socialcast. You will learn how to configure and customize a Socialcast community, extend Socialcast into other business applications such as SharePoint, and utilize advanced business analytics. You will login to the Socialcast Cluster Management Console (SCMC) and configure administrative tasks (setup backups, create support bundle).

HOL-EUC-08: Secure and Simple Cloud Backup with Mozy

Mozy Online Backup provides a secure, simple way to backup your data to the cloud. In this lab you will experience both the administrative and end-user

experiences through two 30 minute lightning lab modules. You will backup files and restore a previous version. Once you've completed the basics then you can simulate what happens when a computer crashes by activating the Mozy client on a new computer. Watch as the client automatically retrieves a configuration file, transfers your backup history to the new machine, and restores a file that was previously backed up on the original computer.

Infrastructure

HOL-INF-01: Essential IT Management with VMware vCenter Protect

Gain hands-on experience with VMware vCenter Protect, VMware's unified IT management platform for Microsoft-based machines. You will complete essential IT management functions in a modern infrastructure. With these hands-on exercises, you will learn how vCenter Protect can be used by your organization to improve patch management capabilities, resolve antivirus issues, simplify IT administration tasks, and manage both physical and virtual machines - all through a unified user interface. Other key technologies highlighted in this lab include vCenter Protect's Patch Management, Threat Management, Power Management, and Asset Inventory capabilities.

HOL-INF-02: Explore vSphere 5.1 Distributed Switch (vDS) New Features

This lab explores the new features of the vSphere Distributed Switch (vDS). In this lab you will use the new import/export features to repair a misconfigured vDS, save an optimized vDS configuration and finally use the optimized vDS configuration

to build a new vCenter. You will also learn about how the new rollback and recovery features can be used to solve many common network issues quickly and easily. Finally, you will explore the utility and value of the new health check feature.

HOL-INF-03: Automate Your vSphere 5.1 Deployment with Auto Deploy

Learn how to use VMware Auto Deploy to scale and manage ESXi deployments or upgrades. With these hands-on exercises, you will learn how Auto Deploy can be used by your organization to manage vSphere upgrades in an automated fashion and improve internal standards and compliance.

HOL-INF-04: Deliver Optimal Performance with VMware vSphere 5.1

This lab will step you through performance monitoring, troubleshooting, and optimization options in VMware vSphere 5.1. You will explore how to identify and manage storage bottlenecks, CPU contention, memory over-commitment, and other common performance issues using the vSphere Web Client and vCenter Operations Manager. Through multiple lightning lab modules and varying tracks of complexity, you will explore performance analysis tools such as VMware I/O Analyzer, VMware vBenchmark and industry standard tools such as Iometer & Netperf. The VMware vSphere Performance and Tuning Lab is filled with content, take it once or several times to explore all the tracks.

HOL-INF-05: Implement Disaster Recovery for the Cloud with VMware Site Recovery Manager (SRM)

In this lab you will leverage various VMware technologies to implement disaster recovery protection for a vCloud Director managed infrastructure. You will implement an automated DR plan and then initiate a live failover of private cloud infrastructure to a recovery site. Upon completion of the failover, you will verify the recovery of both the vApp workloads and cloud management services. The use of automated dependency mapping will be reviewed to ensure all application components are protected.

HOL-INF-06: Deploy and Operate Your Cloud with the VMware vCloud Suite

Learn how to build and use the Virtual Datacenter with the vCloud Suite as introduced by Steve Herrod. This lab is presented as two 30 minute lightning lab modules. First, you will configure and provision the necessary resources and set up an Organization within vCloud Director that will consume these resources. Next, you will get hands-on experience with consuming resources from a provided infrastructure and use some of the new features of vCloud Director 5.1 such as: Snapshots and using the capabilities of VXLAN.

HOL-INF-07: Connect your Multi-Tier Apps with VMware vCloud Networking and Security (vCNS)

Learn the fundamentals of software defined networking using vCloud Networking and Security (vCNS). You will engage in a hands-on scenario to protect a network segment from the internet and also provide additional security

inside of the network by deploying a virtual distributed firewall for micro-segmentation. You will use the multi-interface capabilities of vShield Edge to connect both the internet and internal network to a DMZ network and then use vShield App to logically protect the different tiers or applications contained in the DMZ. This lab is a must if you would like to learn the networking principals of the vCloud Suite.

HOL-INF-08: Drive PCI Compliance with VMware vCenter Configuration Manager (vCM) and vShield App

Learn how to achieve PCI compliance in a virtual cloud environment. This lab will demonstrate VMware vCenter Configuration Manager and VMware vShield App working together to achieve network segmentation in a mixed environment and assess and remediate OS settings to ensure that the infrastructure is PCI compliant. You will use vShield App to create isolation zones, establish proper firewall policies and ensure that only authorized users can access PCI data. You will also see how vCenter Configuration Manager captures and identifies changes within the infrastructure that will affect compliance and how to remediate identified issues.

HOL-INF-09: Deliver Your IT Services in the Cloud

Learn how VMware products from varying solution suites can integrate to deliver IT services quickly and efficiently. Scenarios involve a business end user (requestor of the service), a manager (approver of the service), and admin users to design the service and monitor the inner workings of the products. This demonstration environment that incorporates many

products from across the VMware portfolio is called the Mega vPOD. The Mega vPOD uses vCenter Orchestrator, vFabric Application Director, vCloud Director and vSphere to deliver a vApp to an end user in an enterprise standard virtual environment.

HOL-INF-10: Script and Develop Your Cloud Solution with PowerCLI and the vSphere Web Client SDK

This lab is presented as two 30 minute lightning labs to help you extend your VMware solution. The PowerCLI module covers automating vSphere and vCloud Director. Novice users will learn to use the tool and more advanced users will get familiar with the new functionality available in the latest release of the product. You will walk away with a better understanding of PowerCLI and how it can help you in your day-to-day work.

The vSphere Web Client SDK module teaches you several techniques for extending the vSphere Web Client, including adding portlets, action extensions, etc. The goal of this module is to demonstrate the close integration that is possible with the vSphere Web Client SDK, and the ease with which you can integrate your own solutions into the vSphere Web Client.

Operations

HOL-OPS-01: Manage Your vCloud Suite Deployment with VMware vCenter Operations Manager Enterprise

This lab covers automated performance, capacity, and configuration management with VMware vCenter Operations Manager Enterprise. Key concepts of Health, Risk

and Efficiency will be presented via hands-on activities that will demonstrate the concepts. The lab will explore VM Memory Stress, Datastore I/O Constraint, and Cluster Capacity Risk. You will learn how to identify these common performance, capacity, and configuration management using VMware vCenter Operations Manager Enterprise Dashboard, Operation and Planning views. You will also learn recommendations for how to ensure operational efficiency and optimize resource utilization in their virtual environment.

HOL-OPS-02: Secure Your Cloud with VMware vCenter Configuration Manager

Learn how VMware vCenter Configuration Manager (vCM) can be used to harden your cloud infrastructure and help monitor, assess and remediate to ensure configuration consistency and compliance. The lab is presented in two 30 minute lightning lab modules. In the first module, you will walk through the different hardening templates, review the results from the vSphere hardening template and make the necessary corrections to bring the infrastructure up to compliance. In the second module, you will walk through guest operating system configuration management and patching. You will see how to check a guest virtual machine for compliance and how to remediate through automation.

HOL-OPS-03: Build an IT Cost Model with the VMware IT Business Management Suite

This lab covers the process of working with an 'Out of the Box' ITBM (IT Business Management) financial cost model to drive intelligent ITBM dashboards. Key concepts will be presented via hands-

on activities demonstrating ITBM financial management and interaction with actionable ITBM dashboards and reporting. You will review and modify an IT cost model comprised of traditional IT infrastructure components and associated spend. You will then review the output of this activity in 'Out of the Box' dashboards and reports: demonstrating how VMware ITBM enables an organization to manage IT infrastructure as a business.

HOL-OPS-04: DynamicOps by VMware - Rapidly Deliver Private and Hybrid Clouds Across Multi-Vendor Environments

This lab will demonstrate the ability to use DynamicOps Cloud Automation Center to rapidly deploy Private and Hybrid Clouds across complex multi-vendor environments. The lab will cover features of the DynamicOps Cloud Automation Suite including use cases from the perspective of both the end-user (consumer) and the administrators of the solution. The initial use cases are executed by end-users who need to request and manage their IT resources (simplifying the machine/VM provisioning) through an easy to use self-service portal. Additional use cases are executed by DynamicOps administrators who configure organizational governance policies, and are responsible for the ongoing lifecycle management of the cloud infrastructure resources including resource reclamation, capacity planning and chargeback.

HOL-OPS-05: Explore VMware vCenter Operations Manager Enterprise New Features

In this lab you will use new features of VMware vCenter Operations Manager Enterprise edition for performance monitoring, troubleshooting, and

optimization of VMware vSphere infrastructure. Hands-on activities will showcase key features in daily datacenter operations. The lab will explore the vCenter Operations Manager vSphere and custom user interfaces. In addition, you will learn how to incorporate VMware vCenter Configuration Manager.

HOL-OPS-06: Manage the Financial Aspects of your IT Service Portfolio with the VMware IT Business Management Suite

This lab will demonstrate the key features of VMware's IT Business Management Suite. You will learn how to simplify and automate the business and financial aspects of your entire IT Service Portfolio. You will utilize cost models and CIO dashboards to gain cost visibility and provide cost transparency; Utilize what-if scenarios to identify ways to optimize IT Service costs; and Produce a "Bill of IT" to report IT Service costs and consumption via showback and/or chargeback.

HOL-OPS-07: VMware vCenter Orchestrator - "The Undiscovered Country"

This lab introduces the little known yet powerful automation solution, VMware vCenter Orchestrator. You will play the role of an IT administrator that is responsible for delivering IT services to an ever growing cloud infrastructure. You will be exposed to the vCenter Orchestrator workflow development environment and configure and run several out of the box workflows. This lab is for IT professionals that are looking to automate repetitive tasks as well as learn how to integrate their cloud with third party systems.

Partners

HOL-PRT-01: Automate IP Address Assignment and DNS Registration with Infoblox

One key challenge facing Cloud Administrators is the amount of time needed to obtain an IP address for a virtual machine. To deploy virtual machines, Cloud Administrators must request IP addresses from the Network Operations team, and then manually type it in—a tedious, error-prone, and time-consuming process. This Lab shows you how to automate IP Address assignment and DNS registration with Infoblox so that this critical process does not slow the deployment of your Cloud.

HOL-PRT-02: Manage VMware vSphere and EMC Unified Storage Integration

Take the EMC hands on lab to gain hands on experience with several of the many VMware vSphere integrations with EMC storage. This lab is one of the new lightening labs, which lets you can take any of the three parts of this hands-on lab independent of the other two parts (each lasting about 15 minutes) or take all three components in one sitting. This new format allows you to quickly focus on an area of particular interest. In this lab one can quickly learn about 1) Storage provisioning and monitoring a VNX from VMware vCenter via the EMC Virtual Storage Integrator (VSI), 2) VNX VAAI Support and Data Compression and 3) Unisphere Systems Management for a VMware Administrator. Viewing the underlying storage details, configuring advanced ESX setting and ensuring VAAI offloads are configured correctly are just a few of the benefits you will gain experience with in this lab.

HOL-PRT-03: Implement VMware Site Recovery Manager using the HP Virtual Storage Appliance (VSA)

This lab will demonstrate how an HP Virtual Storage Appliance (VSA) can be utilized as a supported storage device with VMware Site Recovery Manager (SRM) without having to use a physical SAN. You will set up two separate vCenter Server environments with hosts, deploy a VSA to each environment and configure them to use local host storage that will be presented as iSCSI shared storage for use with SRM. You will then schedule remote copies between sites to replicate the data from one site to another. Finally, you will use SRM to configure protection groups, inventory mappings, SRA's and recovery plans.

HOL-PRT-04: Deploy VMware vCloud Director with Cisco Nexus 1000V and VXLAN

Cisco Nexus 1000V interoperates with VMware vCloud Director, thus extending the benefits of rich Cisco NX-OS features, feature consistency and Cisco's non-disruptive operational model to enterprise private clouds and service provider hosted public clouds managed by VMware vCloud Director. This lab will guide you to leverage the Cisco Nexus 1000V switch to provide VLAN based isolation using port-group backed network pools.

HOL-PRT-05: Enable Tenant Backup and Recovery in vCloud Director with NetApp Snap Creator

In this lab, you will assume the role of a consumer of a service provider's hosted environment where your mission-critical applications are running. In addition to the service provider's general hosting

capabilities, they offer a premium service tier that includes the ability to manage the backup and recovery of hosted workloads. In this lab, you will plan, develop, and execute tenant-level backup and recovery operations on your hosted workloads in the cloud. This scenario is meant to enable tenants to successfully protect data in hosted cloud environment using vCloud Director and NetApp Snap Creator.

HOL-PRT-06: Security and Compliance in Virtualized Environments with TrendMicro

Learn how Trend Micro solutions help secure virtual machines in a data center that is undergoing changes such as consolidation, new service delivery models or cloud computing. This hands-on scenario involves you in examining server and cloud protection software from Trend Micro that allows the virtual environment to become self-defending. Through the process, you will understand the exposure of different security modules (Anti-Malware, File Integrity Monitoring, Intrusion Detection and Prevention) through virtual security techniques provided by vShield Endpoint and VMware Security APIs. You will gain hands-on experience with building and applying security policy using VMware and Trend Micro's Deep Security.

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Ingram Micro Inc.

Ingram Micro Inc., a *Fortune* 100 company, is the world's largest wholesale technology distributor and a global leader in IT supply-chain, mobile device lifecycle services and logistics solutions. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics and mobile solutions, technical support, financial services and product aggregation and distribution.

Since its beginnings in 1979, Ingram Micro has connected technology solution providers with vendors worldwide, identifying markets and technologies that shape the IT industry. Today, Ingram Micro remains at the forefront of the global technology marketplace, bringing the latest products and services to market and finding new ways to bring value to its customers.

The company supports global operations through an extensive sales and distribution network throughout North America, Europe, Middle East and Africa (EMEA), Asia-Pacific and Latin America.

CORPORATE ADDRESS:

Ingram Micro Inc.
1600 E. Saint Andrew Place
Santa Ana, CA 92705
Phone: (714) 566-1000

KEY FACTS

- Ticker symbol: IM (NYSE)
- 2011 Revenue: \$36.3 billion
- 2011 Net Income: \$244.2 million
- 2011 EPS: \$1.53
- 2012 Fortune 500 Ranking: 81
- Employees: More than 19,000*
- Customers in more than 145 countries*
- 125 distribution centers worldwide*
- Representing more than 1,300 vendors*
- Serving over 200,000 resellers and B2B customers*
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*Combined Ingram Micro and Brightpoint Inc. as reported in 2011 10-Ks

A HISTORY OF FIRSTS

Ingram Micro was the first broad-based IT distributor to:

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- Offer vendors services using predictive analytics on our database
- Deliver social networking tools to customer communities
- Provide a VAR service network via Ingram Micro Services Network (IMSN)
- Host job fairs to help resellers interview and hire technical talent
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- Deploy RF-based inventory transactions
- Use laser-printed packing slips and shipping labels

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SOLUTIONS EXCHANGE

The background of the page is a dark blue gradient with a pattern of white dashed lines that create a sense of depth and perspective, resembling a road or a tunnel. In the distance, a vehicle is visible at the end of the tunnel, illuminated by bright lights. The overall aesthetic is modern and technological.

SOLUTIONS EXCHANGE

The Solutions Exchange features more than 90 VMware partners showcasing the latest virtualization and cloud computing technologies, products, services and solutions.

Engage with a wealth of experts from the leading companies in the industry for an unparalleled hands-on experience of the newest tools and technologies in the marketplace. It is the ultimate destination at VMware Partner Exchange for exploring, networking and finding new partners.

Hours:

Monday, Feb. 25	5:00pm – 7:00pm
Tuesday, Feb. 26	11:00am – 6:00pm
Wednesday, Feb. 27	11:00am – 6:00pm

Welcome Reception

Solutions Exchange | Shorelines A

Monday, Feb. 25	5:00pm – 7:00pm
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Kick off VMware Partner Exchange 2013 at the Welcome Reception. Don't miss this opportunity to explore Solutions Exchange, check out cool products and solutions, and interact with peers, partners and the VMware team.

Sponsored by 

Solutions Exchange Theater

Visit the Solutions Exchange Theater located in **Shorelines A, Level 2** to hear presentations from VMware partners showcasing their solutions, services and unique capabilities.

Hall Crawl

Solutions Exchange | Shorelines A

Tuesday, Feb. 26 4:30pm – 6:00pm

Explore and discover new technologies while connecting with new partners and other attendees.

Participants

Sponsor	Booth Number
ADTRAN/Bluesocket	1012
Dell	514
Eaton Corporation	1203
IBM	1400
Neverfail	402
PeakColo	100
RiverMeadow Software	404
Tintri	711
Veeam Software	201
VMware, Inc.	805



McAfee and VMware: Better Together

Delivering the security customers need with the flexibility they deserve

McAfee and VMware are working together to provide optimized security for virtual environments.

Endpoint security protection capabilities must evolve to explicitly support virtualized environments — ideally, providing virtualization exploitative solutions to protect virtualized desktop and server workloads. Virtualization of the data center is happening rapidly.

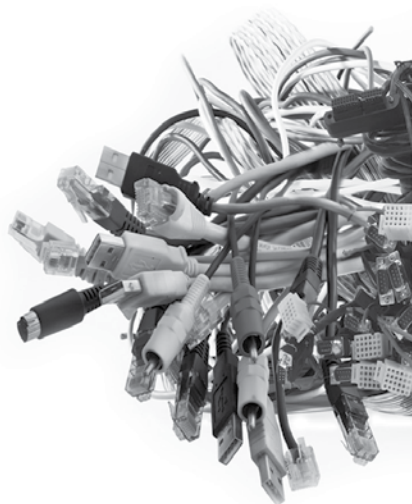
Why is McAfee MOVE AV the ideal solution to optimize your virtual environment? McAfee brings its robust, established security to provide optimized, advanced malware protection to your virtualized desktops and servers through MOVE AV. Choose one efficient solution across multiple vendor platforms or an agentless VMware vShield enabled deployment option optimized for VMware. Either way, you get both flexible, top-rated security and high performance.

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www.mcafee.com/virtualization

www.mcafee.com/datacenter



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EMC²_®

SOLUTIONS EXCHANGE THEATER SCHEDULE

Nimbus Data Systems

Tuesday, Feb. 26 11:30am

Flash Memory Storage for More Scalable, Less Expensive VMware

Tony Vattathil, Solutions Engineering Manager

VCE

Tuesday, Feb. 26 12:00pm

From Infrastructure to Operations: The Evolution of Convergence

Jeremiah Dooley, VCE Office of the CTO

HOSTING

Tuesday, Feb. 26 12:30pm

Moving the Midmarket to the Cloud

Mike Donaldson, Chief Marketing Officer

Kaspersky Lab

Tuesday, Feb. 26 1:00pm

Virtualization and Security: Old Threats, New Realities, New Tools

Mark Villinski, Senior Field Marketing Manager

Verizon Terremark

Tuesday, Feb. 26 1:30pm

Verizon Terremark's Enterprise Cloud Demo

Jim Anthony, VP of Sales Engineering

BULL

Tuesday, Feb. 26 2:00pm

Scale-Up for Virtualization of Tier-1 Applications

Jim Custer, Director of Sales & Marketing

Hitachi Data Systems

Tuesday, Feb. 26 2:30pm

Winning Business with Converged Solutions

Shawn McDonald and David Shyu

Alert Logic

Tuesday, Feb. 26 3:00pm

Leveraging SaaS to Enable Security & Compliance in Your Cloud

Chris Mullins, Director, Enterprise Sales

Teradici Corporation

Tuesday, Feb. 26 3:30pm

Accelerate Deals & Dollars with PCoIP® Solutions

Mike Fodor

EarthLink

Tuesday, Feb. 26 4:00pm

Monthly Forecast: White Clouds All Day. White Label That Is.

Mike Salviski

IBM

Tuesday, Feb. 26 4:30pm

Let's Talk Money: Partnering with IBM

Allison Bain, Business Development Manager, US System x Channels

Riverbed Technology

Tuesday, Feb. 26 5:00pm

Performance for Distributed VMware View Virtual Desktop Deployments

Pam Takahama, Director Solutions and Vertical Marketing

iland Internet Solutions

Tuesday, Feb. 26 5:30pm

Cloud Capitalization Strategies to Quickly Grow Your Existing Practice

Dante Orsini, Vice President Business Development

Eaton Corporation

Wednesday, Feb. 27 11:30am

Powering Your Virtualized Environment with Eaton

Mike Jackson and Graciano Beyhaut

Xerox

Wednesday, Feb. 27 12:00pm

The Looming Commoditization of IaaS and the Opportunity It Creates For MSPs

Chuck Smith

Pivot3

Wednesday, Feb. 27 12:30pm

The Case for VDI Appliances

Olivier Thierry, Chief Marketing Officer

Virtustream Inc.

Wednesday, Feb. 27 1:00pm

The Cloud: Additional Revenue Streams for Solution Providers, Resellers and OEMs

Grauben Guevara, VP Solution Engineering

SimpliVity

Wednesday, Feb. 27 1:30pm

Infrastructure Convergence: Transformation or Hyped Repackaging? How to tell the difference and select the right solution for your business
Jesse St. Laurent, Director of Technology and Product Strategy

US Signal Company

Wednesday, Feb. 27 2:00pm

Make Our Cloud Your Cloud

Jim Schmidt, Director of Sales Engineering

AirVM Inc.

Wednesday, Feb. 27 2:30pm

Selling Cloud Services through Channel

Joshua Vautour

Virident Systems Inc.

Wednesday, Feb. 27 3:00pm

Optimize VMware View Virtual Desktops using Virident PCIe Flash Storage

Earle Philhower, Technical Marketing and Development Manager

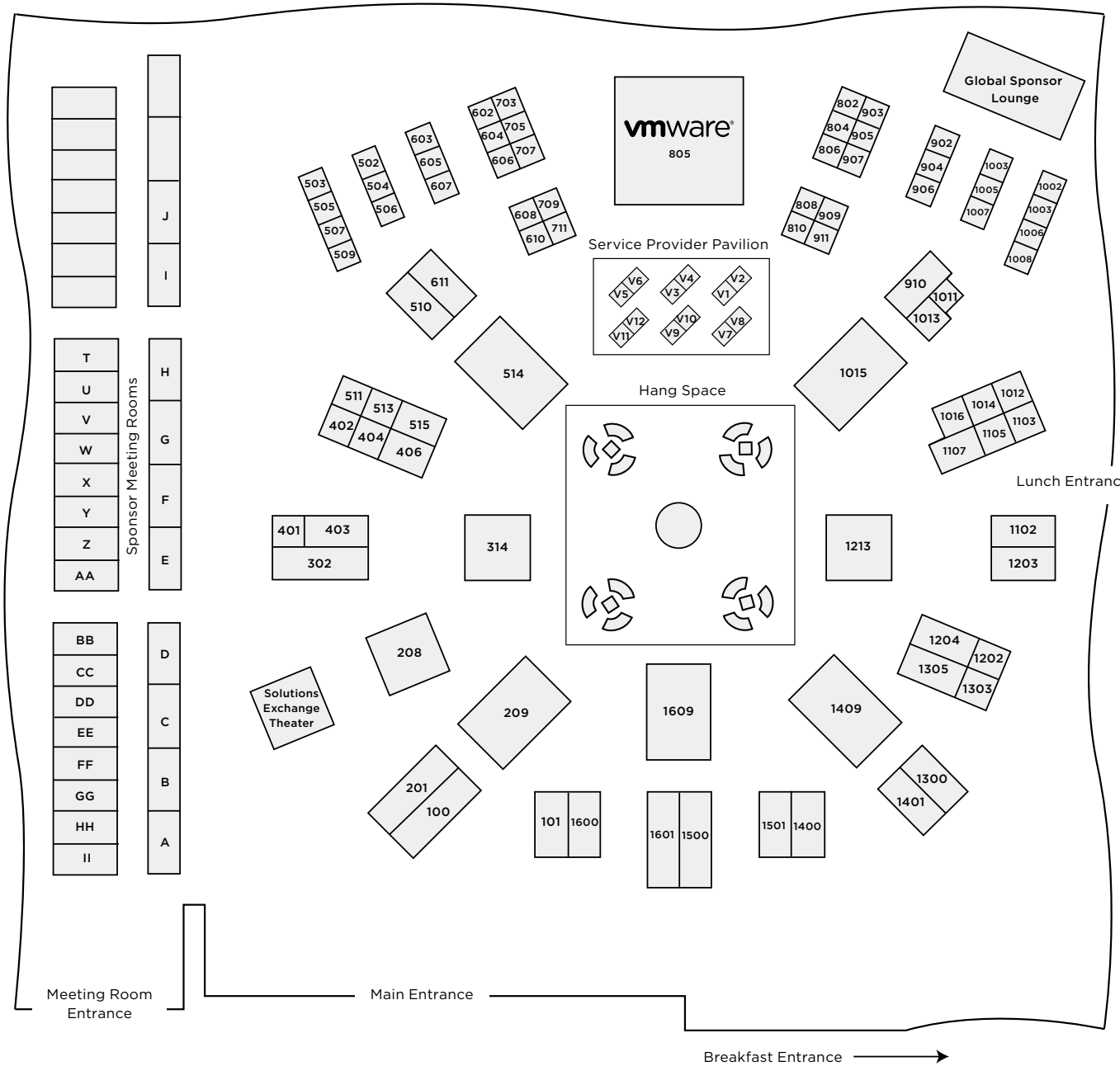
Cirrity

Wednesday, Feb. 27 3:30pm

True Cloud Disaster Recovery with Cirrity and Zerto

Andrew Albrecht, COO

SOLUTIONS EXCHANGE FLOOR MAP



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www.hp.com

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Booth #1609**NetApp, Inc.**

www.netapp.com

NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Our dedication to the principles of simplicity, innovation, and customer success has made us one of the fastest-growing storage and data management providers today.

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Brocade® (Nasdaq: BRCD) networking solutions help the world's leading organizations transition smoothly to a world where applications and information reside anywhere. This vision is realized through the Brocade One® strategy, which is designed to deliver key business benefits such as unmatched simplicity, non-stop networking, application optimization, and investment protection.

The company's innovative Ethernet and storage networking solutions for data center, campus, and service provider networks help reduce complexity and cost while enabling virtualization and cloud computing to increase business agility.

Booth #208**CommVault**

www.commvault.com

CommVault's innovative data and information management solutions transcend traditional backup to protect, manage and access data while accelerating the transition to cloud infrastructures. By leveraging CommVault Simpana software's deep application integration and broad compatibility with virtual infrastructure and storage, enterprise customers can slash the cost of protecting, managing, analyzing and recovering VM and application data by up to 50%.

Booth #1213**Trend Micro**

www.trendmicro.com/VMware

We Secure Your Journey to the Cloud. As a global leader in cloud security, Trend Micro develops Internet content security and threat management solutions that make the world safe for businesses and consumers to exchange digital information. With more than 20 years of experience, we're recognized as the market leader in server security for delivering top-ranked client, server, and cloud-based security solutions that stop threats faster and protect data in physical, virtualized, and cloud environments.

Booth #314

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PeakColo is an enterprise-class IaaS cloud service provider to service providers. White-labeling PeakColo's cloud services as their own, resellers rapidly enter the cloud marketplace under their brand without capital expenditure, enjoying a faster route to profitability. With data centers in six geographies across the United States and in Europe (Seattle, Denver, Chicago, New Jersey, New York, and the UK), PeakColo offers a cloud environment that contains tens of thousands of virtual machines and multiple petabytes of storage.

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www.samsung.com/business

As a global leader in Information Technology, Samsung's Enterprise Business Division (EBD) is committed to its business customers and loyal partners with world-class solutions. Samsung EBD offers a complete portfolio of technology solutions to support business growth aspirations including virtualization, printing, displays, notebook and tablet PCs, digital signage, medical equipment, set-top-box and hospitality TVs. With a market-oriented approach to innovation, Samsung EBD solutions move businesses forward while helping reduce operating cost. For more information, please visit www.samsung.com/business or call 1-866-SAM-4BIZ.

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www.savvis.com

Savvis, a CenturyLink company, is a global leader in cloud infrastructure and hosted IT solutions for enterprises. Nearly 2,500 unique clients use Savvis to reduce capital expense, improve service levels and harness the latest advances in cloud computing through Savvis Symphony cloud solutions. Savvis Symphony is based on VMware's vCloud Director to provide global cloud solutions which are interoperable, extensible, stable, secure and economical. The fast growing Savvis Enterprise Cloud Ecosystem is based on the vCloud Director API.

Booth #302

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Symantec is a global leader in providing security, storage and systems management solutions to help our customers – from consumers and small businesses to the largest global organizations – secure and manage their information-driven world against more risks at more points, more completely and efficiently. Our software and services protect completely, in ways that can be easily managed and with controls that can be enforced automatically – enabling confidence wherever information is used or stored.

Booth #1601

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www.veeam.com

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Booth #403

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www.channelmavenconsulting.com

Channel Maven Consulting helps IT organizations of all sizes drive more demand through their alliance and channel partners by utilizing the most effective strategies in new and traditional marketing communications.

Booth #1204

The Social Media Rally station is a booth set up armed with a professional photographer and multiple marketing consultants. It is aimed at helping partners optimize their online presence.



Eaton Corporation

Booth #1203

www.eaton.com/powerquality

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Kaspersky Lab

Booth #611

usa.kaspersky.com

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F5

Booth #1102

www.f5.com

F5 helps meet the demands and embrace the opportunities that come with the growth of voice, data, and video traffic, mobile workers, and applications—in the data center, the network, and the cloud. The world's largest businesses, service providers, government entities, and consumer brands rely on F5 to deliver and protect their applications and services while ensuring people stay connected.



Nimbus Data Systems

Booth #101

www.nimbusdata.com

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@Hitachi Data Systems

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Pivot3

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IBM

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Riverbed Technology

Booth #1305

www.riverbed.com

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.



SimpliVity

www.SimpliVity.com

SimpliVity's mission is to simplify IT, and with OmniCube we are on our way. OmniCube is the industry's first comprehensive infrastructure platform designed and optimized for the VM environment. OmniCube solves today's IT complexity crisis by replacing the clutter caused by disparate appliances. SimpliVity is committed to enabling partners so that we can bring true simplification to the datacenter together.

Booth #1600



Teradici Corporation

www.teradici.com

Teradici has developed the innovative PCoIP technology that enables the practical realization of VDI and server-based computing. Integrated with VMware View® and available for Microsoft RDSH, the extensive PCoIP ecosystem includes over 30 third-party vendors that provide PCoIP zero clients, optimized software clients, remote workstations solutions, and server offload cards.

Booth #1501



VCE

www.VCE.com

VCE represents the next evolution of IT, one focused on the next generation data center and the future of cloud computing. VCE, through Vblock Systems delivers the industry's only fully integrated and virtualized cloud infrastructure system. VCE solutions are available through an extensive partner network, allowing customers to focus on business innovation instead of integrating, validating and managing IT infrastructure.

Booth #510



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www.virident.com

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Booth #1300

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Booth #513



ADTRAN/Bluesocket

www.adtran.com/blue

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Booth #1012



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Gigamon provides an intelligent Visibility Fabric for enterprises, data centers and service providers. Our technology empowers infrastructure architects, managers and operators with pervasive visibility and control of traffic across both physical and virtual environments without affecting the performance or stability of the production network.

Booth #401



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www.juniper.net

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. Additional information can be found at Juniper Networks.

Booth #1105



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Booth #1014

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Neverfail

Booth #402

www.neverfailgroup.com

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Nutanix, Inc.

Booth #511

www.nutanix.com

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NVIDIA

Booth #1013

www.nvidia.com

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RiverMeadow Software

Booth #404

www.rivermeadow.com

RiverMeadow Software develops industry-leading SaaS that automates the migration of physical, virtual and cloud based servers (live and as-is) into and between public, private and hybrid clouds. Our RiverMeadow cloud migration SaaS is a rapid cloud migration solution developed specifically for Carrier and Service Provider Cloud IaaS platforms.



Tegile

Booth #1016

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Tegile is pioneering a new generation of enterprise storage arrays that balance performance, capacity, features and price for virtualization, file services and database applications. Tegile's patent-pending MASS technology accelerates performance and enables de-duplication and compression of data so each Zebi has a usable capacity far greater than its raw capacity.



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Booth #1103

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Booth #1107



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Booth #406



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Booth #1202



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Booth #503

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Booth #808



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Booth #804



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Booth #703



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Booth #1006



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Booth #810



Lanamark

www.lanamark.com

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Booth #610



Liquidware Labs

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Booth #907



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Booth #1011



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Booth #V7



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Booth #V9



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Booth #V5



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Booth #V12



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Booth #V6



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